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# THE Optimist

NIVERSITY OF ILLINOIS LIBRA

## FEBRUARY 1922




We blend the best with careful pains
In skillful combination
And every single can contains
Our business reputation.

CANNED foods are one of the great benefits of civilization—one of those few far-reaching triumphs of modern inventive genius which minister daily to the wants and comfort of all the people. Canned foods have raised the standard of living, made good food a reality in practically every home and vastly increased the pleasure of the dining table. Canned foods have bettered the health of the people and lessened their labor. Canned foods are among the outstanding achievements of modern times.

# THE Optimist

A Periodical of Cheer Published Monthly
by the JOSEPH CAMPBELL COMPANY, Camden, N. J.
Title Reg. U. S. Pat. Off., T. M. 77,148


### Squid Patties

*Unsightly as some find the squid, it*
*Makes a delicious little tidbit.*
*Open its envelope discreetly;*
*Extract its pen and ink completely;*
*Now, stuffed with tripe and bacon, fatty,*
*And dressed to taste, it looks right natty;*
*We recommend it in a patty.*


**Vol. 11** **February 1, 1922** **No. 2**


## Sell the Idea!

**And the Orders will Take Care of Themselves**

EVERY customer who enters a grocery store between the opening hour on March 1st and the closing hour on March 8th must be convinced that the food bought in cans is the pick of the world's markets, packed at the height of its season and so at the height of its quality. And every can that is sold must confirm that conviction.

Canned Foods Week is a magnificent opportunity. It is a challenge to the entire industry to stand up and assert itself. But to our mind every canner, jobber, broker or retailer who regards this as a sales problem, primarily, is off to a wrong start. It is a problem in education, both for the public and for the industry.

What proportion of the American public has a true understanding of the value of canned foods? How many people realize why canned foods are of such excellent quality and that, because of the time and method of packing, they offer the choice foods of all the world? Does the public really have any grasp of the expert scientific knowledge, the vast equipment and the scrupulous standards in the canning industry?

And how many canners have been brought into direct contact with the consuming public? How many of their superintendents, processors and other packing house employees have ever demonstrated or sold canned foods in a retail grocery? Canned Foods Week is the answer and the solution to all these questions.

LET us say to the canners that the success or failure of Canned Foods Week lies primarily in their hands. We believe it will receive good support from the jobbers and canned food brokers, but the active and enthusiastic interest of the canner is absolutely necessary.

There is not a superintendent, a processor or any like employee in the canning trade who would not be a more valuable man as a result of spending the week of March 1-8 in various retail grocery stores, demonstrating and selling canned foods and telling their story to the consumer and to the retailer and his clerks.

Nothing else will so impress upon him the necessity of packing goods of uniform quality and fill. If this opportunity to gage the feeling of the consumer and of the retailer is generally taken advantage of, it will prove to be a long step forward.

We are so convinced of the value of this intimate touch with the final stage of distribution that the officers of this Company frequently spend their time in getting the point of view of the consumers and the retailers at first hand rather than depending

upon the president of some wholesale grocery house to tell them what he assumes that viewpoint to be.

The possibilities of Canned Foods Week are so great as to be almost staggering. If the American public, through every grocery store in the United States, is taught the true value of canned foods—their superior quality, economy and convenience—it would be literally impossible to set any limit on the results. The annual volume of canned foods consumed would mount to figures now undreamed.

## Convention Comment

THE Annual Convention of the National Canners' Association was well attended by the jobbers, brokers and canning machinery people. There were also a number of canners present, some seed merchants and a buyer for Piggly-Wiggly. An attendance of 4500 was creditable in view of the rough sledding the industry has experienced.

Louisville demonstrated what a Canned Foods Week will mean, provided the in-

terested parties will get squarely behind it. Not only were canned foods on exhibition in grocer's windows, but dry goods stores, jewelry stores, hardware stores, theatre lobbies, lingerie shops and opticians joined in the support, and there was a scramble in the city to get enough canned goods for window decorations.

Mr. Royal F. Clark, Chairman of the National Committee, appeared before the different Sections and made strong addresses; in each instance urging the support of Canned Foods Week. Many pledges of a financial sort and promises of co-operation were forthcoming but we confess to feeling a little disappointed that even stronger support did not develop from the Milk, Fruit, Salmon and other important Sections of the N. C. A.

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INDICATIONS noted at the Convention seemed to point to the large packers of high grade goods making extremely large packs and the small packers not operating or operating only to a very limited extent during the coming season. This, in

our opinion, will be bad for the consumers, for the canning industry and for the distributors.

The only way we can see at present to correct this trend is for the jobber to buy a reasonable quantity of "futures" and buy them promptly, in order to give the canner an opportunity to contract for the coming season's supply of vegetables, which he can do at present on a very satisfactory basis. The small packer can and will make attractive prices, and it is up to those who can *assist* him to operate, to come to his help, wherever it can be done without burden to themselves.

At times such as these the "Big Five" would formerly come in and purchase, but inasmuch as they are not allowed to do so by the "Consent Decree", it appears to us that it is up to some of the other distributors to step up to the Captain's Office and place their orders.

## Turning on More Power

WE have been adding units of energy to the great power plant that puts the drive in the merchandising of

Campbell's Products. Increases have been made in the numerical strength of our sales force and every member of it has tightened up his belt and gone in heart and soul for a year of constructive sales work.

Our jobbing distributors and their retail customers will welcome the advent of color in Campbell advertising. *The Saturday Evening Post* of January 7th carried our initial color page in that medium. *Pictorial Review* carries two pages in color, one Soup and one Pork and Beans. The color is confined to the full-size reproduction of a can, either Soup or Beans, as the case may be. The effect is startlingly lifelike and attention-getting.

The advertising of two or more Soups on the same page, with color reproductions of the different kinds, makes, in the opinion of many, the most powerfully effective advertising that we have ever used. Tomato, Pea and Celery Soups were advertised as especially suited for Fridays in the *Saturday Evening Post* of January 14th.

Campbell Advertising occupies full page space and, with the exceptions noted below,

it appears in every issue of each of the following publications:—

American
Atlantic Monthly
Cosmopolitan
Delineator
Designer
Good Housekeeping
Harper's Bazar
Ladies' Home Journal
[1]Literary Digest
[2]McCalls
Modern Priscilla
National Geographic
[3]Pictorial Review
People's Home Journal
Saturday Evening Post
Vanity Fair
[4]Vogue
Woman's Home Companion

[1]Thirty-eight issues.
[2]Re-enter in July issue.
[3]Two pages in color every issue.
[4]Twelve issues.

## GRAND TOTAL CIRCULATION 19,145,783 COPIES PER ISSUE

This tremendous advertising campaign constitutes a power plant of overwhelming dynamic energy which is at the disposal of our distributors. All that is necessary to turn on the juice is to connect it up with your own advertising. Make your connection by means of display; don't short-circuit yourself by price concessions.

## The Outlook

IT is probable that ninety per cent. of American business men lost money during the past year. For them it was a year of disappointments. But ten per cent. made money. Ten per cent. were successful and satisfied and happy. They faced the facts—and won. They ruthlessly cut away the dead wood. They wrote off their losses, reduced their costs and bettered their quality.

They dug hard for business in what appeared to be unproductive soil, and they found it. They did not permit themselves to be discouraged by mental hazards or daunted by difficulties. They faced conditions as they found them, fought their troubles to a finish and were victorious. Those who would march with them must submit to the same discipline and adopt the same methods.

1922, like 1921, will reward stern effort. The past year richly repaid salesmanship and during the coming year high honors will also go to production efficiency. Costs must be reduced and values must be increased. Those who are willing to let well

enough alone must be prepared to see their competitors selling better products for less money.

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WE believe in being optimistic, but we do not confuse self-delusion with optimism. We expect a continuance of the present slow recovery but we perceive no reason to anticipate radical improvement in general business conditions before mid-summer at the earliest. However, we look for a continued and increasing activity in the Food Industry.

According to Babson, liquidation of major industries has been completed in the following order: Silk, Food, Wool, Leather, Live Stock and Paper. Liquidation still to be accomplished he predicts will be completed in this order: Building Materials, Railway Equipment and Supplies, Iron and Steel, Automobiles and Coal and Oil.

Food was almost the first to bow before the storm and it will recover in advance of other industries; so while conservative on the general outlook, we are bullish on the Food Industry; wholesale food prices have struck bottom and are out of line with

skilled labor. We believe that wages of skilled labor and food prices will meet on a middle ground—beyond that we venture no prophesy.

## Pea Beans

THE pea bean market is on its usual January rampage. At the beginning of the Canners' Convention the price was $4.25 per cwt., Michigan, while at the close of that festivity it stood at $4.75. We are informed that during this period the maximum number of cars traded in was not over fifty. The rise was brought about by the united desire of Michigan and California interests, and is remarkable in view of estimates made by Michigan bean dealers that there are more than 1200 cars in the hands of Michigan elevators.

We understand that since the market started to go up there has been considerable buying by wholesale distributors, as they prefer buying on a rising market. This will naturally cause the market to rise still further. It is freely prophesied that beans will sell for $6.00 per cwt. in

April; but it will not surprise us if before that period they will sell for less than the prices now ruling.

If the present holders of beans have the ability to put the market up, as apparently they have, there is no reason why, after they have unloaded their beans, they should not with the same facility cause the market to decline—and load up over again. After all, it depends on the amount of beans still in the farmer's hands, and on that question even the best informed men in the bean business are of widely divergent opinions.

## Meeting in New York

THE Annual Convention of the New York Wholesale Grocers' Association will be held at the Hotel Pennsylvania on February 15th and 16th. Readers of THE OPTIMIST are cordially invited to come and have their say.

On the program we notice the name of Professor May B. Van Arsdale, head of the Food and Cookery Department, Teacher's College, Columbia University. Miss Van Arsdale will speak on "What the Public Does Not Know About Food Dis-

tribution". We'll say she has a broad subject.

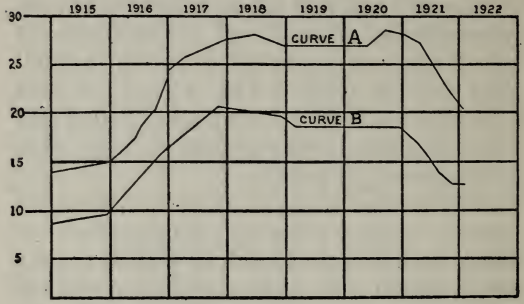
## Cans

THE American Can Company's announcement of prices for the present season came as an agreeable surprise, especially in view of the disappointment felt in the canning trade anent the official price for tin plate. The action of this Company must be recognized as indicating a broad minded and far sighted policy that is worthy of all praise.

Mr. Phelps made a very conservative speech at the Canners' Convention, in which he advised canners to play safe, and we gathered the impression that a normal pack is hardly anticipated this year by the can manufacturers. Nevertheless, they have named as low prices as could in any way be expected, in order that such goods as are packed may be packed in as low priced cans as are possible, in view of the present price of tin plate.

We append a chart that shows the course of can and tin plate prices from January 1915 to January 1922. It is

based on the official figures for tin plate and the official prices for cans, as given in *Metal Statistics,* and discloses the once widening, but now happily decreasing spread between the raw material and the manufactured article.




Curve "A" represents the price of one thousand No. 2 cans.

Curve "B" represents the price of the quantity of tin plate necessary to make one thousand No. 2 cans.

## Coal

FUEL and transportation are the factors that today are strangling industry and commerce. We are just about face to face with a show down on the prop-

osition of whether American coal shall sell at a reasonable price or American business suffer incalculable injury.

In the Eastern States, coal is easily mined, with comparatively short hauls to tidewater, over low grade routes; yet the essential bituminous fuel is quoted at $6.61 per gross ton, tidewater, while anthracite rules at $10.41 (which means $14.00 or $15.00 a ton to the harrassed housekeeper). Consider these prices in comparison with those of other staple commodities:—

At country points in the West, farmers have been receiving 11c a bushel for oats. American rice has been laid down at Constantinople for three cents a pound. Raw sugar, made from cane that was planted, grown, harvested and milled in central Cuba, packed in bags (made in Massachusetts), transported by rail to the coast and by steamer to New York, has recently sold there as low as 1¾c. a pound.

With millions of human beings starving to death, we witness the tragic use of corn for fuel in the granger states beyond the Mississippi. Farmers will not sell their corn and buy coal because more heat will

be produced by burning the amount of corn required to purchase a given quantity of coal than can be produced by the latter.

DESPITE the cost of ocean transportation, foreign coal is under-selling domestic coal in the ports of our eastern seaboard and is displacing Utah and Wyoming coal on the Pacific Coast. The export business in American coal has gone to pieces and the bulk of the foreign trade of the country will follow it unless this essential fuel can be had at a proper price.

Welsh coal has been sold recently in New York harbor at $5.00 a ton. But the labor cost alone of getting bituminous coal to the mouth of the pit in some of our most important mining districts is $2.26 a ton; the haulage to tidewater is $3.11 a ton; or $5.37 a ton for the two.

When we cannot sell our bituminous coal abroad, when as a business proposition it does not pay to use it at home, it is time not only for the men who own the mines but for the men who dig the coal and the carriers who transport it to face the blunt truth of why it does not pay to use it.

ADVERTISING, when conducted on a national scale, entails such a large investment that the necessity of having it backed up by the quality of the goods constitutes a perfect guarantee to the consumer. The manufacturer knows that it turns a flood of light on his foods, his factory, his methods. He knows that his competitors will allow no flaw, no condemnatory fact to escape. The rigid observance of the highest standard of quality and purity is the only way to cope with scrutiny so penetrating and so persistent.


Campbell's
CONDENSED
21 KINDS
SOUP
JOSEPH CAMPBELL COMPANY
GENERAL OFFICES, CAMDEN, N.J. U.S.A.

658.05
OP

THE

UNIVERSITY OF ILLINOIS LIBRARY

MAR 2 192

# Optimist

MARCH
1922



CANNED FOODS

MARCH 1-8 WEEK MARCH 1-8

IT WILL HELP YOUR BUSINESS

WE tabulate below the prices at which canners are contracting for tomato acreage for the coming season:

| STATE | | PER TON |
|---|---|---|
| Maryland | | $10-12 |
| Delaware | | 10-12 |
| New Jersey | | 12-16 |
| New York | | 12-15 |
| Indiana | | 8-11 |
| Ohio | Maximum | 11 |
| Kentucky | " | 9 |
| Va. - West Va. | " | 9 |
| Colorado and Utah | " | 9 |
| California | " | 15 |

THE
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### The Four Seasons

*We think we've figured out the reasons*
*For the four very different seasons.*
*The earth's a largish sort of cake;*
*In spring we mix, in summer bake;*
*We're set aside to cool in fall,*
*And winter ices us, that's all.*

Vol. 11 March 1, 1922 No. 3

## National Canned Foods Week!

**March 1st to March 8th**

THIS is the Zero Hour. Except for rushing final shipments to retailers, all preparations are completed as far as may be. The strategic position is not ideal; great numbers of retailers are understocked, but in the main the situation is satisfactory.

During the week March 1-8 the retailers must bear the burden and the heat of the day. They are the shock troops and

assaulting battalions, if we may liken this event to a battle. They may be confidently relied upon so long as there is no interruption in the service of supply and so long as they receive adequate reenforcements.

Canners, can machinery and supply men, canned foods brokers and wholesale distributors and their employees should each and all be alert to assist such retail grocers as may be within their reach. They should be alert to see that canned foods are properly displayed in windows and stores during the whole week.

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IN view of reports from all parts of the country, we feel that jobbers and brokers will do their full part in promoting the success of the enterprise, and it is, therefore, to the canners that we especially appeal. We cannot do better than repeat to them a suggestion made in a former issue, the acceptance of which would, in our opinion, assure an overwhelming success.

Comparatively few canners are operating at the present time. The majority have skilled men on their permanent pay rolls. The canners themselves and these experi-

enced men could make themselves into the most effective demonstrating and selling organization that has ever been heard of. They know the real story of canned foods better than any retail grocer could possibly know it.

Their point of view would be refreshingly new to the consumer. If they will go into the retail grocery stores in and near their home towns and actively and enthusiastically sell and demonstrate canned foods, from the time the stores open in the morning until they close at night for the whole week, March 1-8, there is no possible question of the result.

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SUCH action by the canners would remove foolish prejudice. It would give a broader knowledge of the subject to numberless housewives. It would move into consumption an immense volume of canned foods. It would give the canners and their best men a chance to view their own industry from the standpoint of the consumer and the retail distributor, and it would give them a thoroughly enjoyable and worth while week.

Seed merchants and farmers should also buckle down to work and get behind this movement to popularize canned foods and to increase their consumption; for the canning industry, in its major aspect, is nothing more than a channel of distribution for agricultural products and, therefore, a part of the agricultural industry.

Care must be taken that over-emphasis be not laid on the merchandising end of Canned Foods Week. The greatness of the idea lies in its educational possibilities. *It is more important to "sell" consumers with the excellence of canned foods than to sell them excellent canned foods.*

## We Obtain a Reversal of Judgment

THE *Literary Digest* for February 4th comments on an interview with Hon. Roland W. Baggott, Judge of the Court of Domestic Relations, Dayton, Ohio, which appeared in Henry Ford's paper, the *Dearborn Independent.* The Judge, who is credited with having handled thousands of divorce cases in his judicial career, asserts that *canned Pork and Beans*

*contribute as much to the breaking up of homes as any other one cause!*

This crushing indictment was brought to our attention by Messrs. C. T. Cheek and Sons, of Nashville, who sent us the clipping, advising at the same time to "Ask the Judge to try Campbell's, before condemning the entire Bean tribe!" Acting on their suggestion, we appealed to Judge Baggott for a reversal of judgment. We also sent him some Campbell's Pork and Beans and asked him what sort of a man would leave a wife who served him food so soul-satisfying and so delicious. We are privileged to sub-join the delightful letter which we received in reply.

Dayton, Ohio
February 11th, 1922.

Joseph Campbell Company,
Camden, N. J.

Attention the Editor of THE OPTIMIST.

My Dear Mr. Editor:

I have had the privilege of being married for nearly twenty years, during which time Mrs. Baggott has served Campbell's

Soup, Pork and Beans, as well as Ketchup, and we have never as a result thereof contemplated a legal separation. This delightful family, of which I am permitted by sufferance to be a member, is composed of Mrs. Baggott and two very husky boys, whose ages are 16 and 18. We are all quite fond of the Campbell brand.

Notwithstanding the distinctly fine quality of the Red and White label, I can conceive of no situation which would create any decided degree of happiness should I be compelled to eat canned baked beans every day. You know the old story about the man eating a quail a day for 30 days. What was intended in the Ford *Dearborn* article, which was quoted in the *Literary Digest,* was to emphasize that type of woman who spends her mornings reading *Snappy Stories* or the *Moving Picture Magazine,* and every afternoon at some moving picture theatre, and who, on her way home, runs into the delicatessen, and in her brazen, irresponsible fashion announces: "Say, listen, my Lord, its five o'clock, and I ain't got a thing for the old man's supper. Gimme a can of Beans." I main-

tain that no matter how splendid the quality contained in the can, the average man becomes just a bit bored by the same delicatessen fare day after day.

Mrs. Baggott purchases your products in rather large quantities. We find that it is most convenient to have them on hand, and so already you have my very high opinion of Campbell's Soup, and Pork and Beans, even before your generous offer reaches me.

It is quite possible that the woman I referred to above would be unable to keep a husband any length of time if she provided him with her own cooking, and therefore it is possible that the canned Pork and Beans might be the means of keeping her and her husband together for a greater length of time.

At all events, I am most glad to have your letter, and you may be certain that there was no desire on my part to cause any reflection upon the value of the great industry of which you are a part. I regard the canning industry as a God-send to the housewives of America.

In the meantime, with every good wish, I am

Most cordially and sincerely yours,

ROLAND W. BAGGOTT.

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WE freely admit that no one can live happily on a diet that restricts him to any single dish but, although the sales of Campbell's Pork and Beans might seem to indicate it, we doubt if many women feed them to their husbands so persistently as to give grounds for divorce. We welcome Judge Baggott's kind words about our products and we greet with enthusiasm his eulogistic reference to the industry.

We feel that canned foods, and canned Pork and Beans among the foremost of them, have lightened the burden of the housewife and have given her time to devote to her husband and children. Canned foods have saved money and fuel; they have saved long hours of exhaustive labor over hot stoves, hours that have tried the temper and exhausted the patience of overworked women.

We rise to proclaim that canned foods have been the making of more happy mar-

riages than any other one cause in the realm of dietetics; and we assert, without fear of successful contradiction, that the broadening influence they have had on the dining table of the American public has had a generally beneficial effect on all branches of the art and science of cooking.

Prior to their advent, we were a race of dyspeptics; today, thanks to good canned foods, we live in The United States of Good Health.

## Dominant Advertising

ESTIMATES based on latest reports of magazine circulation---estimates which make no allowance for growth---serve well to illustrate the astounding force that is being placed behind the merchandising of Campbell's Soups and Campbell's Pork and Beans. The following table makes most impressive reading and is well worth the close study of every wholesale grocer.

Estimated Number of Full Page Advertisements of Campbell's Soup and Campbell's Pork and Beans that will Appear in National Magazines during the Year 1922, and their distribution by States.

(*Continued on page 12*)

# Advertising Canned Food

**More Maga**

HEAVY artillery is moving into action dated Saturday, February 25th, ca sumer interest in Canned Foods particular; a reproduction appears on the reproduced our page advertisement now

Much effective publicity is being use will accomplish little unless the psycholog other means. Jobber's salesmen and, for industry, should urge upon retailers the a dozen prices for special assortments.

A more permanent demand can be as ers. Those who use only canned veget they are impressed with the excellence of

We reiterate our conviction that it ned Foods Week consumers be sold only satisfaction, both from the standpoint of

## and Canned Foods Week

**e Publicity**

The current issue of the *Literary Digest,*
es our page advertisement aimed at con-
general and in Canned Foods Week in
side of this folder. In our last issue we
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of especial importance that during Can-
h canned foods as will give the utmost
lity and of economic value.

—*The Optimist.*

# National Canned Foods Week!

## March 1st to March 8th

Visit your grocer's next week and inspect his big, special display of canned foods. From the great variety of these delicious foods, select an attractive assortment for your pantry, ready to serve at an instant's notice.

If you were to travel through the richest gardens and truck fields of the entire country, free to select and keep for your own table all the choicest and proudest of Nature's products, you would be doing exactly what is already done for you in canned foods. In their full season of maturity and plenty, the products are gathered, prepared and saved for your daily enjoyment and benefit throughout the year.

Luscious tomatoes, grown from selected seed—true aristocrats refined by many generations of careful breeding. Small, dainty, fine-flavored peas. The most tempting baby lima beans. The sweetest of sugar-sweet corn. These show the quality of the products that the great canned foods industry combs the country to obtain. Canned foods are safe, sanitary, wholesome, economical and convenient.

During Canned Foods Week supply yourself with every one of the 21 different kinds of the famous Campbell's Soups. All your favorite soups at their very best, and others that will become favorites the minute you taste them. Remember our unlimited guarantee: Your money back if not satisfied.







We blend the best with careful pains
In skilful combination
And every single can contains
Our business reputation




## Get acquainted with all the 21 Campbell's Kinds!

has been a wave of dietetic reform that has swept over the entire country.

One of the most hopeful things today is the increasing respect for the human stomach—true respect, mark you; not fatalery or indulgence, but regard for the stomach's place in the scheme of human economy. The sour-visaged dyspeptic has become the exception rather than the rule, and the clear complexions that now characterize the inhabitants of this favored land are due more to advertised foods and food advertising than to golf.

Formerly, people gave thought to the daintiness, purity and wholesomeness of their foods chiefly when they were sick. But, due to educational food advertising, they now make an intelligent study of their regular diet; and what they want is not so much food for invalids as food that will keep them from becoming invalids.

The world owes much to the men who have given their best brains to the scientific preparation and preservation of foods and to the enlightenment of the public on the subject.



## Altogether Beneficent

PRIOR to the advent of the higher development of canned foods, the general run of the American public were severely restricted in their diet during all the year except the actual growing season.

In the winter they were practically limited to root vegetables and meats. They had milk if they kept a cow or lived within the scope of some dairyman's route.

Compare such conditions with those that exist today! Time and season now count for little. Everything necessary for a fully balanced diet can be had at any season of the year, and at a reasonable cost. Hermetically sealed cans and thermal sterilization have wrought the "Miracle on Your Table."

Marching hand in hand with the development of the canning industry has been the growth of educational food advertising. Food advertisers have taught the public to demand a greater refinement and wider variety of food in their diet. The result

(Continued on page 12)

## Advertising Canned Foods Week

**March 1-8**

AS a part of our contribution toward the success of Canned Foods Week we are devoting our color page in the Saturday Evening Post for Saturday, February 25th, and our page space in the Literary Digest for the same date, to the propagation of consumer interest in Canned Foods in general and in Canned Foods Week in particular. A reproduction, in minature, appears on the inside of this folder.

We are very much in earnest in our advocacy of Canned Foods Week and we wish to record our conviction that, while effective publicity of this sort is certain to be helpful, it can accomplish but little for the great cause unless retailers are given actual, practical and enthusing assistance and co-operation in conducting a vigorous sales campaign. Where all would benefit, all should help.

We perceive a great opportunity to strengthen and broaden the whole basis of the Industry. These are days when housewives are giving most careful thought to their purchases. If conviction is brought home to them now of the wholesomeness, economy and convenience of canned foods, the impression will be more vivid and will partake more of the quality of permanency than would be the case in more normal times.

Take it up, and talk it up, with the retail grocers that you can reach by automobile from your home. The opportunity is yours, gentlemen, and it is golden. To the extent that you take advantage of it, Canned Foods Week will be a reality and a triumph.

—*The Optimist.*

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*Take advantage of*

# National Canned Foods Week!

March 1st to March 8th

## Visit your grocer's, see his big display of canned foods and supply yourself liberally




Picture to yourself velvet, golden peaches, sun-ripened to juiciest sweetness and plucked for your table when the bloom is fresh upon them. Picture the ruddiest of ripe tomatoes, flawless and appetizing. Luscious pears and pineapples heavy laden with tropic sweetness. The finest of fresh. green vegetables, the tastiest of fish, the choicest of meats.

Just at the moment when they taste their best and when their quality is at its "peak" they are selected, prepared and sealed for your enjoyment. The pick of the world's markets, obtained for your table at the top of its quality —this is what canned foods bring to you every day, in season and out of season. The vegetables, the soups, the milk. the fruits, the pork and beans and countless other canned foods are produced in an industry whose dominant note is quality —an industry directed by experts and scientifically organized and equipped to supply foods which are the last word in delicious quality and strict purity.




Next week is Canned Foods Week at your grocer's. He will make a special display of these products and you will find it an excellent plan to look them over carefully and order an attractive assortment. It's so delightful and convenient to have these delicious foods right in your pantry all the time.




## Buy Canned Foods—for quality, convenience, economy

| STATES | PAGES |
|---|---|
| Alabama | 2,986,712 |
| Arizona | 1,463,400 |
| Arkansas | 2,614,804 |
| California | 19,526,816 |
| Colorado | 4,880,850 |
| Connecticut | 5,907,088 |
| Delaware | 803,006 |
| District of Columbia | 3,574,716 |
| Florida | 2,868,340 |
| Georgia | 4,632,988 |
| Idaho | 1,995,534 |
| Illinois | 23,222,006 |
| Indiana | 10,433,676 |
| Iowa | 9,885,800 |
| Kansas | 5,934,496 |
| Kentucky | 3,717,374 |
| Louisiana | 3,080,354 |
| Maine | 2,924,074 |
| Maryland | 3,916,204 |
| Massachusetts | 16,992,686 |
| Michigan | 14,087,030 |
| Minnesota | 9,587,362 |
| Mississippi | 2,041,900 |
| Missouri | 11,075,196 |
| Montana | 2,896,470 |
| Nebraska | 5,147,692 |

| STATES | PAGES |
|---|---|
| New Hampshire | 1,828,408 |
| New Jersey | 10,344,034 |
| New Mexico | 965,430 |
| New York | 39,772,056 |
| Nevada | 509,902 |
| North Carolina | 3,369,636 |
| North Dakota | 2,105,856 |
| Ohio | 23,806,660 |
| Oklahoma | 5,852,344 |
| Oregon | 4,973,252 |
| Pennsylvania | 29,670,288 |
| Rhode Island | 2,316,250 |
| South Carolina | 2,308,246 |
| South Dakota | 2,481,994 |
| Tennessee | 4,222,620 |
| Texas | 12,483,814 |
| Utah | 1,770,290 |
| Vermont | 1,524,408 |
| Virginia | 4,863,002 |
| Washington | 8,006,098 |
| West Virginia | 3,345,862 |
| Wisconsin | 7,610,798 |
| Wyoming | 1,041,852 |
| Unclassified | 41,158 |
| Foreign, Miscellaneous, etc. | 15,239,364 |
| TOTAL | 366,818,402 |

It is stated by circulation experts that each publication is seen by an average of 3½ persons. This means that a grand total of 1,283,864,407 well told messages about Campbell's Soup and Pork and Beans will be put before consumers during the current year.

If a grocer talked to one customer about Campbell Products every five minutes for eight hours a day and six days a week, it would take him 42,864 years to deliver this appalling number of messages. *Does time mean anything to you?*

A campaign such as this represents an irresistible energizing force. Every wholesale or retail distributor can connect up his own business with this live, motivating POWER through advertising and window and counter displays. *Are you getting its full benefit?*

## Read 'Em and Weep

NINETEEN twenty-one proved to be an unkind year to that much discussed and cussed group of corporations affectionately termed the "Big Five". Armour and Company showed a net operat-

ing loss of $31,709,817.52. Swift and Company lost $7,812,291.77. The balance sheet of Wilson and Company has not yet been published but they announce that their deficit for 1921 will substantially exceed that of 1920, which was $940,850.34. Morris and Company made a loss of $11,-447,540.77, and The Cudahy Packing Company lost $1,569,563.06.

Somehow, after looking at these figures, it becomes hard to visualize the packers as an all-powerful monopoly, threatening the destruction of the business of four or five thousand jobbing grocers. Rather, there seems to be some ground for anxiety on behalf of the live stock industry. Conditions such as are here indicated are unfortunate from every point of view.

## The Lag in Wage Scales

IN a statement made by Secretary Hoover before the Interstate Commerce Commission, he presented the following illuminating statistics:

Commodity prices, based on those of 1913 as 100:

| | |
|---|---|
| Farm crops, at the farm | 98 |
| All animals, at the farm | 92 |
| Retail foodstuffs | 150 |
| Wool, at the farm | 101 |
| Retail clothing | 213 |
| Bituminous coal, at the mine | 160 |
| Bituminous coal, retail | 198-220 |
| Lumber, at the mill | 125 |
| Lumber, retail | 200 |
| Cost of living, variously estimated from | 162-180 |
| Wage Scales (approximate): | |
| Farm labor | 135 |
| Steel | 150 |
| Coal mining | 173 |
| Railways | 170-220 |

This table at once demonstrates:

1. The inequality in prices and wages between different groups of commodities.

2. The great increase in spread between "producer's" and "consumer's" goods.

3. The lag in wage scales.

About one-half of the population of the United States is engaged in deflated industries—agriculture, wood, metals, etc.—and the purchasing power of this half has

naturally been very greatly reduced and is the consequent cause of a large part of the unemployment in our cities and the stagnation in our industries and transportation.

THE increase in spread between raw materials and finished products and between wholesale and retail prices is in part accounted for by increased taxation and rents and various other items, but is principally composed of increased wages and freight rates. The increase in freight rates is due primarily to railway labor; so the basic source of all our present economic difficulties is the continuance of war time wage scales in certain fundamental industries, of which transportation and coal mining are the outstanding examples.

The present labor charge in the anthracite mines amounts to $4.07 a ton, as compared with $1.80 in 1913. In the bituminous field, wages for unskilled labor have advanced from $1.90 to $7.50 a day at the present time. The cost of fuel for our American railways in 1920, as compared with 1916, showed an increase of $452,229,229.

Of course, transportation costs must come down, but it must be perfectly plain that fuel charges will have to be reduced first of all. It is probable that there will be a showdown on April 1st and if a coal strike results it is altogether likely that public opinion will insist on a clean-up battle.

Everyone is anxious to see business improvement and a return of normal conditions, but the fact must be faced that before we can make any permanent advance, the liquidation of skilled labor and the readjustment of business must be carried through all industries and above all, through the railway and coal mining industries.

## Investing in Your Job

IF you are merely an *average* person, your investable capital consists, first, of your own *personality* or *individuality* that you acquired by gift of your father and mother, and, second, of what you yourself have added to that inherited capital—your *training,* your *ability* or acquired *knowledge,* and your *industry.*

When you take a job, you invest this capital of yours in that job. Your employer also invests in you; he invests *opportunity*. Your personality, training, ability, knowledge and industry can be converted into cash only through the agency of opportunity.

This is also a valuable asset—an asset seeking profitable investment, for opportunity can only acquire a cash value when it is taken advantage of by personality or training or ability or knowledge or industry or some of them or all of them. Therefore, the investment is mutual.

The investment thus mutually made is in the nature of a speculation in "futures". Your employer gives you your opportunity in the reasonable hope that by the application of your personality and your inherited or acquired traits and abilities you will convert that opportunity into cash or service.

You accept the position in the expectation of turning your opportunity into valuable service to your employer and thus secure to yourself, first, a living, second, a cash capital, and, third, an augmented

training, ability and knowledge. Each is dependent on the other and each must profit by his investment, or both will lose by it.

---

EVERY influence that favorably or unfavorably effects your health, your character, your financial standing, the esteem in which you are held by your fellows, is directly reflected in your value to your employer. His interest in you is not confined to the service you render him.

And no matter with what burning loyalty you may serve his interests, you are really building for yourself—working to increase your own capital—and your business is failing if every year does not show an increase in your assets.

Your future is just as big as you see it; your possibilities are just as great as your capacity for growth, and your realization will be exactly in proportion to the amount of capital you accumulate with which to translate your dreams into reality.

Take an inventory; are you increasing your capital day by day? If not, you are on the way to disaster.

Take an inventory *today!*

THIS issue of The Optimist consists of **11,000** copies and is mailed to the jobbing grocers of the United States and Canada, the members of the American Specialty Manufacturers Association, The National Canners Association, The Canning Machinery and Supplies Association and the National Canned Foods and Dried Fruit Brokers' Association. It is also sent to many jobbers and brokers in foreign lands and to a representative list of important members of the trade throughout the English-speaking world.


Campbells
21 KINDS
SOUP
JOSEPH CAMPBELL COMPANY
GENERAL OFFICES, CAMDEN, N.J. U.S.A.

658.05
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APR 5 1922

# THE Optimist

APRIL
1922



*SPRINGTIME IS*
*SPOONTIME!*

IN this issue we discuss Turnover. We make no claim that it is a magic wand that, waved over a merchant's store, will start his stock into instantaneous activity, but we do assert that he can succeed—by careful buying, by ruthless pruning of slow sellers and by cleaving close to nationally advertised and other fast selling brands—in increasing his volume of sales and profits, and in decreasing his stock investment and overhead.

We center all the energies of our organization on increasing the speed with which our products sell; first, by constantly improving their quality, and, second, by persistent advertising—the irresistible force of continuous repetition.

THE Optimist

A Periodical of Cheer Published Monthly
by the JOSEPH CAMPBELL COMPANY, Camden, N. J.
Title Reg. U. S. Pat. Off., T. M. 77,148

*To April, aye, to April do we sing!*
*In April we shall work and laugh and play!*
*For better times are coming with the Spring*
*And dark depression now has taken wing—*
*Then let us whirl the wheels of work to-day!*

**Vol. 11** **April 1, 1922** **No. 4**

## Holdover or Turnover

**The All-Important Question in the Grocery Trade**

MUCH truth abides in the maxim that "goods well bought are half sold"; it well states the first requisite of profitable merchandising, for fast selling stocks spell success.

Stocks of nationally advertised brands of known, approved and standardized quality and price, turn over with a facility and speed that is quite lacking in goods that are not favored with such powerful support.

Orphan brands, purchased at bargain prices in the hope of long profits have proven the bane of many jobbers and countless retailers. The vital statistics of the grocery trade prove shelf-warmers to be the common cause of bankruptcy and failure.

An error, still persisted in by some, is that every product stocked must show a profit in excess of the average cost of doing business. The selling cost of unknown brands is out of all proportion with that of nationally advertised products.

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IT is difficult to see how any study can be more important to the grocer than that of the whole question of turnover. A close check-up on this aspect of business often chases into the light of day some of the worst ills that afflict it.

A dollar, in order to turn over once, must first be invested in merchandise, then the merchandise must be sold; then the amount of the sale must be collected. Turnover is not complete until the dollar is back home (with a profit), ready to be invested again.

It stands to reason that it is better business for a merchant to increase his profits by increasing the speed of his turnover than by increasing the percentage of profit, and thus offering goods to his customers at a price not in consonance with their value.

His invested capital is the source of his profit, whether that capital be owned or borrowed. It is evident that to double the turnover amounts to the same thing as doubling the amount of stock without increasing the investment.

Interest must be paid upon borrowed capital and most merchants are borrowers. If the turnover is reduced from a period of four months to one of two weeks, the interest on the capital involved is also proportionately reduced.

Shelf-warmers are subject to markdowns for causes which do not affect free selling products as the latter do not get out of style nor become shop-worn.

Shelf or storage room is a definite part of the expense of doing business; and that portion that is devoted to slow selling merchandise is wasted.

A STOCK of goods that pleases is a more sound foundation upon which to build business than a stock of unknown merchandise, bought with regard to long profits rather than ready sale.

A reputation for high character or timeliness of merchandise is much to be desired. There is a distinct waste, measurable in dollars and cents, when the reputation of an establishment is lowered by unknown, unstylish or shop-worn goods.

It is fatal to assume that there is a percentage of profit in each article sold. If the hoped for profit is 15%, 85% of the merchandise purchased must be sold before any profit whatever can accrue. The gross profit begins with the beginning of the sale of the final 15%.

No one can count the profits until the goods are sold, and it is not the mythical long profit on off brands that helps the grocer's balance sheet but rather the number of times that he actually does get a definite, reasonable profit on goods that are in high popular demand and esteem. Far better a nimble sixpence than a lazy dollar.

## Congress is Fiddling

**While Industry and Trade are Crying for Assistance**

WHILE the fundamental economic position is steadily improving, general business conditions are either standing still or slipping a little.

Prosperity depends primarily upon the thrift, industry and intelligence of the people. But the Government can assist by throwing off all unnecessary hobbles, brakes and drawbacks.

The great wants of the people—the vital needs of the nation—are being held up by Congress, while the House stews over Bonus Legislation and such and the Senate squabbles over the Four Party Treaty.

Any return of prosperity must await the sane revision of our tax system in accordance with the pre-election promises of the Administration.

The railroads cannot resume normal employment or undertake enlarged maintenance and betterment expenditures until the Government pays its obligations to them.

PROVISION must be made for the refunding of foreign loans in a way which will enable them to be reduced through a joint system of payment and cancellation.

The tariff should be settled on a basis which will be fair to our manufacturers and yet not ruin our foreign trade by prohibitive duties.

Assistance should be extended to exporters of our commodities and to the upbuilding and safe-guarding of our foreign commerce.

Our mercantile marine should be reorganized on such a basis that ships now tied up can once more bear their part in carrying our commerce across the seas, so that money paid for carrying charges shall remain in the country.

The Federal Departments and Bureaus should be revised and re-organized in the interest of efficiency and economy, eliminating duplication and unnecessary interference with business.

*Congress should stop playing politics and lend a hand toward the restoration of good times.*

## Campbell's National Advertising

**—Its Value to Retailers—**

CAMPBELL advertising is of interest to your retail customer for just one particular reason—it means more money to him.

Campbell's advertising can be made to contribute directly to his success by co-operative advertising on his part—by means of window and counter display, local newspapers and hand bills.

Just as Campbell advertising has lowered production costs by insuring volume and steady demand, so, by co-operation on his part, he may be assured of increased volume and lessened selling costs for himself.

It provides for him a wide potential market, especially prepared for his sales activity. It enables him to reach his market directly and take full advantage of it.

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CAMPBELL'S educational advertising created the market for canned Soup. It made new business. Canned Soups did not take the place of anything.

Before they were advertised they could not be bought at all—now they can be had everywhere.

If a consumer buys a can of Soup it is a purely constructive action. If she buys a can of peas, it may be at the expense of a can of corn or tomatoes—but this is not so of Soup.

Nationally advertised articles sell easily because people like to buy the things they know about. In handling an unadvertised article, the dealer must actually put it on the market anew every time he tries to make a sale.

Nationally advertised goods on the other hand, turn rapidly and steadily. Gradually the manufacturer's advertising will expand the dealer's volume of business and net profit without increase of his invested capital.

## Pepper Pot

### An Old Philadelphia Dish

RECENTLY there died in Philadelphia the last survivor of the itinerant vendors of Pepper Pot. Mrs. Charlotte Harris, colored, for forty-five years

purveyor of the enigmatic Soup which gave gastronomic distinction to the town, represented a now vanished epoch.

Members of the older generation recall the cry of "Pepper Pot, smoking hot!" ringing out on an appetizing atmosphere. Tureens were carried into the street to be filled. To be sure, the containers were covered, and as yet sanitary and hygienic authorities had not begun to frown.

With the passing of Mrs. Harris, commercial dealings in Pepper Pot have, so far as we know, become a monopoly of this Company. Campbell's Pepper Pot Soup is made from a recipe that has been treasured and handed down for two hundred years in the oldest social club in the world, "The State in Schuylkill", an organization of which William Penn and George Washington were enthusiastic members.

Subtleties of genius pervade the savory compound. Two kinds of tripe are there, "plain" and "honeycombe"; little noodle dumplings; marjoram, thyme and other herbs. Black pepper corns, freshly ground, give it its name, but they are blended in a melange whose artistry has

been the pride and delight of epicures for half a dozen generations.

Picturesqueness has given place to efficiency of manufacture and distribution, but withal, we now have better Pepper Pot, at a lower price, and with a comfortable confidence anent its antecedents that formerly was lacking, even if, in those days, its absence was overlooked.

## World-Wide is Right!

UNDER date of March 7th, 1922, Michie & Company, Limited, Toronto, Canada, write:

"We are sending today by aeroplane to the French and English Posts on Hudson's Bay, a shipment of Campbell's Soups. This will leave here on to-night's train and will be taken to Cochrane by rail, and there delivered to Capt. Roy Maxwell, Pilot, and R. B. Newcomb of Cleveland, Ohio, who will take it through to Moose Factory, 250 miles north by areoplane, landing at the Hudson's Bay Post on the ice. Captain Maxwell has equipped his plane with skis so that he will be able to land without difficulty.

"Word has reached us that the Hudson's Bay Post there is entirely out of your Soups, and rather than have the Eskimo and Indian kids disappointed, we are sending a fresh supply by the shortest possible route. We will advise you later of its arrival."

The Editor was recently told by the Colonel of a British India regiment that he had secured Campbell's Soup in one hundred case lots at Muscat, Arabia, and at Chitral, in the Hindu Kush Hills, on the frontier of India and Chinese Turkestan.

It is obtainable at Chung-king, between two and three thousand miles up the Yang-tse-Kiang River, in the Province of Se Chuen, China, over on the eastern borders of Tibet. We have heard of it in Outer Mongolia, while throughout the South Sea Islands it has general distribution.

Amundsen took Campbell's Soup on both his journey to the South Pole and to the North Polar basin, while Farraday, in his exploration of the Upper Amazon, took with him a three year's supply for himself and crew.

World-wide is right!

## Sell Sa

**A Word to Our**

RETAIL grocers are dependent upon This can best be had by supplying expect to see and want to get. It s housewife gets what she wants every tim

The advantage in selling nationally along the line. The grocer feels a greate in the actual selling. Any man can do be than goods in which he has less confidenc

The retailer who stocks nationally a to do business. He knows what his cust *isfaction.* He does not tie up his assets i capital at the maximum turnover.

And the grocer who may be natural in the quest of long profits can be made a him nationally known and approved proc the quality of his equipment advances.

It is better that he control his lust f should mourn a dirth of quality or a lac move his stock across the counter. The ity will be a satisfied customer and a gooc

## faction

**bing Distributors**

ıe good will of the community they serve. stomers with the goods they look for, uld be a cardinal principle that each it is possible.

cwn and standardized goods extends all pride in his stock and a greater pleasure er work at selling goods of known value

ertised goods is a good man with whom ıers want, gets it for them and *sells sat-* shelf-warmers, but employs the minimum

inclined toward stocking unknown brands etter man *to do business with* by selling ts. A man's business ideas improve as

long profits while buying, than that he of consumer confidence when trying to tailer who buys goods of proven popular- isk.

—*The Optimist.*

## Courtesy

ASK twenty shoppers why they dislike to trade at this, that or the other store and fifteen of them will say, "Because I don't get courteous attention there."

Courtesy doesn't cost a cent, but it will pass current everywhere in exchange for real money.

What is courtesy? Courtesy is the art of doing and saying the right thing at the right time in the right way.

Real courtesy springs from an honest and earnest desire to be kind, polite and helpful.

It is possible to develop a veneer that may, for a time, pass for courtesy but, like other counterfeits, it will neither last long nor go far.

Courtesy is the business man's most valuable asset, because it builds good will and good will builds business.

Courtesy has its reflex upon character, for it is impossible to comprehend how a thoroughly courteous person can fail to grow day by day in the graces that make for higher and better living.

## The Most Useful Invention

**Editorial from the Philadelphia North American**
**Saturday, March 4, 1922**
**Reprinted by Permission**

SUPERLATIVES are dangerous. They are especially so when applied to inventions. Science has led us at such a seven-league pace of late that before we have time to assimilate one discovery or improvement, another comes to facilitate the business of living or make possible new adventures in achievement and prosperity.

Kerosene had little more than supplanted candles when Edison perfected the incandescent bulb. Then, in swift succession, came the telephone, automobile, wireless telegraphy and airships.

These the outstanding summits. Ranged around them hundreds of lesser peaks, each of large meaning. And towering over all, one Everest of everyday helpfulness which, though seldom thought of as such, deserves to rank as the most useful of modern inventions, if widespread and fundamental benefits be the weights used in the scales of appraisement.

We refer to the working out of a method for canning food. This has done two things which outrival the Arabian Nights. It has made summer a year-'round season and brought the world's gardens and orchards to the kitchen door of the humblest cottage in the land.

### A French Invention

IT was in 1795, when Napoleon was was planning his invasion of Italy, that this young conquerer-to-be suggested to the French government the wisdom of offering a large prize for some method of food preservation that would insure marching armies against disease and famine.

He had yet to utter his memorable truth that an army moves on its stomach, and there are those who have yet to learn that *food is the dominating factor in all human considerations.*

A man named Appert—Nicholas Appert—won the prize with a suggestion of hermetic sealing and sterilization by heat, the still unchanged basic principles of the industry. Centuries earlier the Chinese

possessed this secret, but the world had long forgot, so the Frenchman was justly hailed as a discoverer.

His simple yet effective method was not adopted outside of France to any extent, nor even much used there after the passing of the emergency which prompted its invention. For many years canned foods were virtually unknown, and such fruit as an occasional housewife would "put up" was glassed.

The first proposition to use tin cans met a storm of criticism. That was less than seventy years ago, yet the man who sponsored the suggestion was called mad.

The extent of his support may be accurately gauged by the fact that *can openers were not put on the market until 1872!* Meantime, a new order was paving the way to one of the most remarkable food revolutions in history.

### A Growing Need

IN this comparatively new land of vast distances large cities were growing up. In older lands of lesser extent close-knit communities of great size had been served as to food needs by farmers and

gardeners near at hand. A system had naturally developed which fairly met all needs. In lands both old and new certain vegetables and fruits were dried for winter use. These, with potatoes, turnips and cabbage, made up the non-meat part of the winter menu.

American cities grew with such rapidity that it would have been difficult to maintain an adequate winter food supply in such populous centers without some better way of storing the summer surplus. It was this that gave the canning industry its first footing here.

So long as a majority of our people lived in rural districts, problems of food supply were not so hard to solve. But when half of them had hived in a few huge centers, separated by hundreds or thousands of miles and in some instances making food demands far greater than those of whole states, the situation was absolutely changed.

The farsighted saw what must come to pass, but not even the most enthusiastic among these ever dreamed that so much

would be accomplished within so short a time.

### Early Prejudice

IT was not until 1895 that the scientific principles of canning were so practically worked out as to warrant the "full-steam-ahead" signal. Even then, despite the notable advancement in this field, there was widespread prejudice against canned foods.

This was due to two causes—careless methods on the part of some canners and ignorance on the part of consumers. Many readers of this can remember when "tinned food" was thought unsafe—and when some of it was unsafe, because of poisonous preservatives used in the canning of overripe or unfit material.

The "tainted meat" scandals during the Spanish-American war did not help the situation as to public prejudice, but they did prompt the vigorous pure food campaign which established new standards of public service in all food matters.

**Remarkable Development**

NEVER has any widespread antagonism been more swiftly and completely overthrown, for today canned food is as much a staple in most homes as bread and butter and the canned food industry has become one of the largest in the nation. It has developed from a trade into an art. So marked has been the improvement attending its upward course within a dozen years that there remains no vestige of the prejudice which once existed.

Today all manner of foods are thus made available for instant use at any time in any climate in any land. So marvelous has been the work of science in this field that some of these canned foods actually surpass in flavor and texture the average of their kind as offered for sale "fresh."

This is due to the fact that they are canned in the fields or orchards where grown, being gathered at the moment of perfect ripeness and immediately sealed in the tins by a process which insures complete sterilization and dependable keeping qualities.

Proof of the healthfulness of such pro-

ducts was lately offered by the head of the Harvard laboratory of food research, who, after an extended investigation, found that more than 90 per cent of the few reported cases of food poisoning by canned foods was caused by home-canned materials.

### From Soup to Nuts

IN many states the enormous and constantly increasing demand for fruits and vegetables for canning now constitutes the principal outlet for farm products. The development of the industry has wiped out distance and sectionalism; those dwelling in the interior may enjoy sea foods at will, and the mere fact of residence 3000 miles from California is no bar to a daily indulgence in the far-famed fruits of the Golden State.

There are few housewives who do not appreciate and take advantage of the convenience of foods of this form. Literally, a whole meal—"from Soup to nuts"—can be served from such materials. And the wholesomeness of such meals is no longer a matter of dispute.

There is perhaps no more emphatic evi-

dence of this than the views of military and medical authorities who point out that in event of an epidemic, requiring that a community have pure and wholesome food, no more safe and certain means of protection could be adopted than to *eliminate the use of all but canned foods.*

**Wholesome and Beneficent**

THIS brings us to the most interesting phase of the matter—the beneficent effect of canned foods on the health of the people.

Twenty-five or thirty years ago the winter diet in the average American home was so one-sided as to certain nutritive elements that a spring "housecleaning" of the human body was necessary in most instances. Thus had come into high favor the annual dosage of sulphur and molasses, sassafras tea and various patented "tonics." These remedies were employed to "clear the blood."

Whether or not "clearing" is the proper term, the blood certainly needed attention. For months it had been dependent chiefly on fats and proteins; for months starved of certain mineral salts and accessory food

substances vitally necessary to the proper upkeep of the system. Whatever benefits accrued from such springtime medication were due more to the presence of such elements in the earliest "greens" and vegetables than to anything supplied by the nauseous mixtures.

No longer is such treatment needed. Thanks to an endless variety of canned foods, summer has been made a year-'round season, so far as supply of "green" vegetables is concerned. The winter menu no longer is lacking in those elements needed to properly balance the diet.

The saving in health and human efficiency thus effected is beyond computation. It is of sufficient magnitude, however, to have gained for this industry a general measure of respect which is eminently deserved.

Within twenty years the food life of the American people has been revolutionized by the magical growth of a "garden" of good things on the pantry shelf. Another score of years will doubtless reflect in still larger measure the varied benefits of such a transformation.

## Davie an' Goliah

*DAVIE took his sling and his staff and his horn an' he took ten cheeses and an ephah of corn an' he started to the trenches down the Elah path, for to see the giant, Goliah of Gath.*

*He tries out his sling as he rambles along; he aim mighty straight an' he pull mighty strong; an' he blow right pert on his huntin' horn an' sing jes as chipper as a lark in the corn:*

*"I have killed the old he-lion that lay by the fountain; I have chased the black bear over the mountain; I have caught the catamount that chawed my woolly lamb, an' I'm gonna git Goliah, the great big ham!"*

*He sung an' he slung as he rambled that morn,*
*A-totin' ten cheeses and an ephah of corn.*

*Davie lets his cheeses an' his ephah drop, an' he hops from the trenches right over the top, an' with stones in his script and sling in his hand, he hunts him up Goliah out in No Man's Land.*

*Straight for the middle of that giant's eye—big and round and squashy as a custard pie—Davie shoots a pebble for a bull's-eye clean, and down like McGinty comes de Philisteen!*

*Then Davie takes his staff an' his horn an' his script and girds up his loins for the homeward trip. But he steps a mite more smartly than he stepped that morn, for he's lighter by ten cheeses and an ephah of corn.*


Campbell's
CONDENSED
21 KINDS
SOUP
JOSEPH CAMPBELL COMPANY
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MAY 6 1922

# THE Optimist

## MAY 1922




*THE MERCHANDISING OF A GROCERY SPECIALTY*

THE Optimist

A Periodical of Cheer Published Monthly
by the JOSEPH CAMPBELL COMPANY, Camden, N. J.
Title Reg. U. S. Pat. Off., T. M. 77,148

Vol. 11 May 1, 1922 No. 5

# The Merchandising of a Grocery Specialty

By
Dr. John T. Dorrance
President of the
JOSEPH CAMPBELL COMPANY

Reprinted from the January issue of System

ANY plan of merchandising or manufacturing which is not founded on the principle that the consumer is the ultimate judge and jury in deciding the success or failure of a business is fundamentally unsound.

It would seem that a general acceptance of the truth of this principle should guarantee an undeviating observance of it in practise. Strangely it does not. Always has there been a tendency—an unconscious one, perhaps, but all the more insidious

for that reason—to fashion policies along lines which will please the intermediate customer to the detriment of the eventual purchaser of the goods, therefore to the detriment of the producer himself and in the long run to the detriment of the intermediate customer as well.

With most of us the intermediate customer is the wholesaler or the retailer, or both. When they are willing to buy our goods regularly and dispose of them profitably we consider ourselves firmly intrenched in business—as we apparently are.

In this very conception of the objective of the manufacturer lies danger; because it is only a partial conception and with the emphasis wrongly placed. Viewing the problem in this light one is likely to consider the task of obtaining dealers, wholesale or retail, as of primary importance and to exert the major effort of the business to this end.

The theory back of this viewpoint is that by convincing distrubutors they can handle one's goods with profit, the distributors in turn will convince the consumer that it will

be to his advantage to purchase them. The consumer, by the very nature of things, is shoved into a place of secondary consideration.

### Consumer Appeal

WE prefer to reverse both this theory and practise. It is our belief, a belief supported by an experience extending over a period of years, that the manufacturer should take his appeal direct to the consumer, and sell him on the excellence and utility of his product, and that the consumer should convince the distributor that it will be to his interest to handle it.

This plan makes for a permanent demand and assures to dealers (both wholesale and retail) a steady business at the minimum of sales effort and the maximum of turnover.

The procedure seeks to make demand grow out of genuine satisfaction as to quality, price and service and a normal desire for the product. This may seem to be ideal, but impossible of accomplishment. We have found in more than 20 years of selling by this method that it is possible of

accomplishment to a very appreciable and profitable extent.

The situation which developed throughout all lines of business during the late period of inflation approximated the idea from the standpoint of demand. The pressure for goods was inward from the consumer, and the usual selling effort by salesmen was virtually unnecessary. But as this situation was not based on satisfaction and normal desire, its foundation was artificial and the movement collapsed.

Broadly our plan seeks to achieve a similar effect, built, however, on a foundation which is genuine, permanent and economically sound. It establishes selling on a broad, comprehensive basis with an appeal collectively to all consumers in a potential field. It makes merchandising a problem which begins with the purchase of raw materials and ends only with the actual payment for goods delivered to the consumer.

**Importance of Dealer not Minimized**

THE wholesalers and through them the retail stores of the country constitute the logical channel through which

finished articles flow on their way to the persons who will actually utilize and pay for them. The aim of the manufacturer is directly at the consumer, but the function of the dealer is clearly recognized as the natural and economical channel to the ultimate consumer.

Justice and good business policy alike dictate that all dealers shall be treated on the same basis and that no dealer be permitted to alter or divert our "public first" policy. Every possible facility in furtherance of this plan is extended to the dealer and he has found in actual experience that it works to his profit since it builds up consistent, dependable business for him with little effort on his part.

Progressive and farsighted producers, keenly cognizant of the power of the consumer, have devised various plans for retaining an amount of control over their goods all the way from factory shipping rooms to final purchasers.

Yet many of these same producers unwittingly handicap the very purpose they have in mind by showing special favor to

distributors in the way of special discounts and long term credits.

They recognize the principle of direct consumer appeal, but they do not carry it out in practise to its full application. These favors to the dealer are necessarily covered by a higher price mark on the goods, and the consumer demand is accordingly curtailed.

There is only one sure way to create a lasting consumer demand. That is by laying down a definite set of policies which place the consumer in first consideration, and by following these policies regardless of temporary temptations to depart from them.

In every dispute that arises, in any points of difference whatsoever, the ultimate customer must be given the benefit of the doubt.

### The Three Requirements of Effective Production

NO goods will sell long that have not a distinct claim to one fixed standard of quality at the price which is asked. No goods will sell long that are

not marked at a fair price. No goods can be of standard quality and marked at a fair price if the business house back of them is inefficient, wasteful and drifting in its course.

In practise, the three requirements—standard quality, fair price and competent methods—become so closely related, so dependent one upon the other, as to combine into what is tantamount to one general policy. A business may be in conformity with two of the requirements and yet not be successful in its appeal to the consumer.

It may name a price which is fair according to its own manufacturing costs, but which the consumer will consider is unfair. In the final analysis the manufacturer must let the ultimate customer determine what is standard quality and what is a fair price. Then he must provide the efficient methods.

### Quality

THE most important of the three—though it is difficult to consider them separately—is quality. This means

that merchandise, in a general sense, must be of a high order of merit that is recognized.

Our business is the manufacture of soups, principally, and I will use them for purposes of illustration. First we established a standard of quality. The test of that standard is: "Are the ingredients of a grade we would serve on our own tables? Does the combination of them appeal to our own sense of sight, smell and taste? Is the price within the reach of most pocketbooks?" Or to ask the same questions in different words: "Is our soup so good that practically everybody will want it? Is it so priced that practically everybody can afford to buy it? Will the public feel so enthusiastic about our quality that they will consider our soup an exceptional value at the attractively low price?"

Upon getting affirmative answers to these questions we have a set standard. To lower it would clash with the several quality tests and injure the selling appeal of the goods. This fixed standard requires constant and careful inspection of all the pro-

cesses of production if it is to remain fixed and uniform.

The extreme importance of uniformity in everything that is made to be sold at the same price does not permit us to entrust the function of inspection to one man. Five separate persons pass on the quality of every day's production. The judgment of any one of these five is sufficient to throw goods into the class of "seconds"; their decisions are made independently with only one rule to follow: In case of doubt, rate the goods as "seconds".

Such few "seconds" as eventuate are never put out to the general trade. They are disposed of directly by the factory to employees or charitable institutions at a nominal price. No dealer handling our brand is ever put to the temptation of selling second-grade goods as first.

### Public Approval

WHEN one has satisfied the public with the prices and excellence of food products such as ours, and where distribution has been so effected that there is a convenient source of supply for

every family, no relaxation of constructive effort can be indulged in.

While uniformity in a product is necessary to success, unremitting endeavor to affect improvements must be maintained. We have an experimental kitchen devoted to this work, and there a staff of experts continually labors to improve our different products.

And even with this provision, we cannot rest content. We might use the most carefully selected materials, the highest culinary genius, and still fail to satisfy our customers, if it were not for our Committee on Public Taste, that constantly studies the likes and dislikes of the public as to its foods.

The work of this important body can be more simply illustrated by using canned Pork and Beans as an example. In testing forumlas, no group of men or women will be unanimous in their preference for any one as to spicing, sweetness and general flavor.

In fact, the greatest preference may be indicated for the extremes in sweetness or spicing, but it is usually found that such

extremes must be avoided in order to create the desire on the part of the greatest number of people to use the greatest quantity of Pork and Beans as a regular part of their diet.

If a food is extreme in any way, it may be thought delicious occasionally, but would be found to cloy the appetite on repetition. For example, the infrequency of one's desire for cinnamon bun may well be cited. It is delicious occasionally, but will never take the place of bread.

In the weight of public opinion, the proper Pork and Beans may be compared with just such staples as potatoes, bread, etc., dishes that are welcome at any meal, and it is just such Pork and Beans, with just enough "sugar and spice and everything nice" that the public expect to find under the Campbell label.

It is not the one can or two, sold at odd times to meet a temporary craving for sweets or spices, that interests the grocer, but rather it is the product that is sold as a regular part of the daily or bi-weekly orders of his customers that gives volume

turnover to him, to his jobber and to our Company.

The same principle is used in maintaining Campbell's Soups in public favor, although in the case of soups, their greater diversity and complexity naturally call for a greater degree of expertness and for a more involved and delicate study.

### Guarantee

THE manufacturer who gives real attention to maintaining the standard of his product can well afford to guarantee that it is in accord with all the claims that he makes for it. And he should be prepared to back up that guarantee even when there is doubt that a fault which arises is his own.

He must remember that he is playing for consumer demand, and that the consumer is always right. At the same time, however, he should not hesitate to investigate thoroughly every complaint that is made, so that if it is based on a remediable cause, the remedy may be immediately sought and applied.

There is no more unfailing check against the incompetency of an organization than

a few customers here and there who are constantly on the lookout for flaws. This hypocritical service, rendered free of charge, is the best inspection a product can undergo, because it is very impartial.

There is no information regarding our goods that we withhold from the consumer. The date on which each can is packed is plainly cut into the wrapper; not in an unintelligible code, but in figures such as "11-9-21" to denote November 9, 1921, and so on. What we are after is consumer confidence and there is no length to which we will not go to obtain it.

**Price**

A PROSPECTIVE purchaser may be perfectly satisfied with the quality of certain goods, but he will hesitate to buy until he has been fully acquainted with all the terms and details of the transaction. As a rule the salesman is looked upon to supply this information which the prospect lacks and convince him that terms and price are within reason and to his advantage.

Regardless of the capacity in which the salesman serves—be it for the manufac-

turer, the jobber or the retailer—his biggest job is usually to explain the whys and wherefores of price. Before the order is taken this price obstacle must be surmounted. The more frequent the fluctuations in price and terms, the greater is the obstacle and the more difficult the salesman's task.

It has always seemed strange to me that so many manufacturers, who go to unusual lengths in advertising and through other means to convince the prospective purchaser of the quality of their product, utterly neglect to utilize the same means to convince him of the fairness and the stability of the price.

Since there are two sides to the selling problem, quality and price, any campaign designed to create consumer demand which does not take both into consideration is only a half-measure campaign.

The contention is commonly and justly made that quality in a product will establish its own appeal if the quality does not deviate from standard. Why is it not true likewise that a fair price and fair terms will establish their appeal if they have a known stability?

### Terms

TERMS of payment constitute part of the Company's price policy. If anything, it is more dangerous to have a readily elastic policy on terms than it is to fluctuate price. Long term credits only too frequently result in losses.

It is unfair to ask one set of dealer customers, who are able and willing to observe terms, to contribute to the support of others who are in need of special assistance in order to do business.

Our terms are one and one half percent. discount for payment within ten days from date of shipment, or thirty days net, and we ask that our customers conform strictly thereto. The justification for this immutable stand on the letter of our terms is shown upon our books. Our average losses because of bad debts are less than fifteen one thousandths of one percent.

It was Twenty years ago that we decided upon the policy of one standard, one price and one set of terms. We started out to make these known to the wholesaler, to the retailer and to the consumer. It was our intention to obliterate, as far as it

was in our power to do so, every reason why a prospective purchaser of our goods should be prompted to ask a question in regard to them.

We wanted the dealer to know before our salesman ever went near him, or before the consumer-customer ever approached a retail store, just what we had to sell and the terms on which we would sell it.

### Commercial Management

THE banker's careful scrutiny and daily check of business done is a profitable rule for the manufacturer. No day's work in our factory is finished until we have "struck a balance" for every department.

Overhead expense is definitely apportioned among departments, and each department head must see that his costs check perfectly with that apportionment. When they do not agree, the executive responsible must state the reason and back it up with the facts. Then if there is something wrong it can be corrected. The trouble is not corrected at the end of the month, but on the day it is discovered, which is the day it occurred.

Like a national bank, each day's business with us is a complete day's business. Tomorrow is a new day.

Members of what might perhaps be called the older school of commercial management are satisfied to assume that their organizations are functioning smoothly until breaks actually take place. At annual or semi-annual intervals checks are made to see if repairs to the system are necessary. Or, to put it in another way, their businesses are periodically taken into dry dock and given an overhauling. Ofttimes under this plan the damage is discovered too late; the waste which has been going on for days or weeks has irrevokably sapped the strength of the business.

The advantage to be realized by a daily check of business such as I have described is shown unmistakably by the fact that our total average loss from all goods after shipment—damaged, rejected or returned for any reason, (whether the fault be our own, our distributors' or the consumers') —amounts to less than three one-hundredths (3-100) of one percent.

### The Three Requisites of Effective Distribution

JUST as Quality, Price and Management are the three prime requirements for successfully producing a merchantable article, so Dealer Co-operation, Sales Work and Advertising are the three requisites for efficiently distributing and merchandising it.

Just as the three requisites of production are mutually dependent, each upon the other, so the three fundamentals of distribution form together a perfect structure, although no two parts can function successfully in the absence of the third.

Advertising, for example, requires co-operative dealer display to produce its maximum efficiency; Dealer Co-operation is a shy maiden who must be strenuously wooed by Sales Work before an alliance is formed.

### Dealer Co-operation

SALES Work must place and regulate the dealers stocks. Advertising must implant in the consumer the desire to buy, retailer co-operation must say to the

consumer: "Here it is! This is what you seek."

Co-operation on behalf of our wholesale distributors is just as necessary to success as is retail support; and it is evident that jobbers who are engaged in merchandising their own brands cannot, in the very nature of things, furnish as efficient service to the independent manufacturer as can the jobbers who have no private brands. And conversely, the jobbers who specialize in a manufacturers product give vastly better service than those who do not.

### Distribution Through Jobbers

THE company's selling policy is and always has been, to market as far as practical, all products through the jobber. In the grocery field the jobber is an economic necessity. In some other lines, retailers may draw their entire stock from two or three or a dozen producers.

Not so the grocer; he draws from countless primary sources. And there are fully 365,000 retail grocers in the United States and Canada. The American grocery business is incomparably the greatest commer-

cial business on earth, and were it not for the fact that it is cleared through some four or five thousand jobbers, it would require an army of salesmen far greater, numerically, than the A. E. F.

As the quality of our product, our prices and our terms are fixed, known and approved, we are not obliged to employ a small army of persuasive spellbinders to explain to doubting dealers their rectitude or fairness.

Relieved thus of the drudgery that so often attaches to selling, our relatively few but high grade salesmen function more in the capacity of merchants. It is their duty to regulate the stocks of both wholesale and retail distributors, so that dealers secure as rapid turnover of capital invested in our line as is consistent with the uninterrupted flow of the product to the consuming public; thus they serve, in the highest way, the interests of every factor in the trade.

### A Created Market

WHEN our general sales plan was inaugurated back in 1898 the people of America did not have much

of a palate for soups. But first we talked soup of any kind as a wholesome food; then we talked Campbell's Soup. The very limitations of the market forced us to go to the consumer and to the consumer we went.

Canned soup does not take the place of some other item, it makes new business for the grocer. The purchase of soup is seldom or never at the expense of anything else. Should a consumer buy a can of corn, it may be at the expense of a can of peas or tomatoes—but this is not so of Soup.

**Advertising**

OUR educational advertising of soup has been continuous for more than 23 years. We have not aimed for advertisements that were brilliant in conception; rather we have favored plain, understandable statements which always carried answers to the consumer's questions: "What is the quality?" and "What is the price?" We have gone to the consumer through demonstrations, through booklets showing the housewife how our products may be used to the best advantage, and we

have stood unfailingly by an ever-present guaranty of satisfaction.

Our experience as an extensive advertiser, during these 23 years of building consumer demand, conclusively refutes the claim that advertising is a charge against selling price. In 1898 our sales force accounted for 7½% of our costs; our advertising 14%.

During 1921 the cost of our sales force averaged 2% and our advertising cost was less than 3%. This total of 5% is less than the percentage cost of our salesmen alone in 1898. During the same period, through efficient methods, our overhead costs, per can, have decreased approximately 80%.

### Ten Reasons Why

IN a recent issue of a house organ which they address to their retail customers, a prominent western wholesale grocery house summed up in concise fashion some of the reasons why the national advertising of grocery items is an asset in the business of the retail grocer—an asset that does not cost him a cent.

We quote:

*We recommend advertised brands because:*

1. *Your profit is in sure sales and quick turn-over — advertised brands assure both.*
2. *Consumers have learned that advertised brands mean Quality Goods and that Quality Stores feature them.*
3. *When a grocer offers an unknown brand the consumer is wise that it is what he wants to sell — not what she wants to buy.*
4. *Figure your time as money—you can sell a customer twice the quantity of known brands in half the time it takes to argue the virtues of the "just as good."*
5. *Millions of consumers, by the advertising of brands, are daily sent to grocery stores with the money in their hands.*
6. *National advertising of groceries is an asset in your business that doesn't cost you a cent. You can cash in on it 100% by having your window say: "Here it is."*

7. *You do not have to look further for bargains. Known brands are the lowest priced—quality considered.*

8. *Advertised goods are made by specialists and are uniform. Each package must be right. Take Campbell's Soups, for example—have you ever lost a can by spoilage? Each can must be right and every can is guaranteed.*

9. *Authorities state that advertising costs nothing, for the millions of dollars spent are absorbed by the reduced production costs caused by the tremendous increase in sales.*

10. *Lastly, we recommend to you nationally advertised brands because what is best for you is best for us.*


Campbell's
PORK
BEANS
WITH TOMATO SAUCE
JOSEPH CAMPBELL COMPANY

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# THE Optimist

## JUNE 1922




*THE STORY OF CAMPBELL'S SOUPS*

THE Optimist

A Periodical of Cheer Published Monthly
by the JOSEPH CAMPBELL COMPANY, Camden, N. J.
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*"We may live without poetry, music and art;*
*We may live without conscience and live without heart;*
*We may live without friends; we may live without books;*
*But civilized man cannot live without cooks."*

Vol. 11 June 1, 1922 No. 6

## The Story of Campbell's Soups

### In Which Each Soup is Described

**Reprinted from the Camden Post-Telegram, March 14, 1922**

IF Owen Meredith, the author of the celebrated lines quoted above, had lived in present-day America he would probably have added that civilized man cannot live without soup. And he could readily point to Campbell's Kitchens in support of his assertion.

Day by day and year after year all over the world—in the United States, in Canada, in South America, Central America, Mexico, the West Indies, Alaska, Hawaii and the Philippines; in Continental Europe, the British Isles, Australia, Africa, India, China and throughout the Far East and the South Sea Islands—literally millions of households depend on the products of this great Camden industry to complete their enjoyment of the home table.

### Early History

THE Joseph Campbell Company was founded over fifty years ago. In 1869, Joseph Campbell went into the business of canning small peas and fancy asparagus, his plant being located in Camden, on the site of the present establishment.

He was of Scotch descent and possessed to a peculiar degree the concentration of purpose that is so characteristic of that people. The ruling motive of his life was the maintenance of the quality of his pro-

duct. He made this the dominant idea of the Company that he founded, and to that policy, primarily, has been due its success.

Joseph Campbell was the first to pack strictly fancy small peas in the United States. Campbell's Beefsteak Tomatoes became famous and were known from coast to coast.

From the very outset, the products of the Company achieved a most favorable reputation. The best materials, handled in a cleanly manner, amid the most sanitary surroundings, resulted in products of uniform and consistent excellence.

As the years passed, new lines were added until in 1898, the year of the birth of Campbell's Soups, over two hundred varieties of food products were packed and merchandised by the Company.

### The Origin of the Red-and-White Label

AN early trade mark for Beefsteak Tomatoes, Beefsteak Tomato Ketchup, etc., showed two men bearing on their shoulders a long pole from which was

suspended an enormous tomato, much as the Doré biblical illustration pictured the two scouts returning from The Promised Land with the colossal bunch of grapes.

The Red-and-White Label had its origin in 1894. Mr. Heberton L. Williams, now Treasurer of the Company, evolved the idea from the Cornell flags at the first Thanksgiving Day football game between Cornell and the University of Pennsylvania. Afterwards he was confirmed in his opinion of the value of that color combination by seeing a very effective half red and half white cover on a copy of the *American Magazine*.

The label was first used for certain jams, jellies, mince meats, ketchups, salad dressings, etc., the manufacture of which has since been discontinued, except for a small amount, sufficient to hold the trade mark.

The adoption of the red-and-white label for Soup occurred in January, 1898, and the distinctive form of the word **SOUP**

with the peculiar oblique letter "o" was incorporated in it at the same time.

### Enormous Production

BACK in those days of the Spanish-American War the Company produced five varieties of Soup, with a total yearly output of five hundred thousand cans. Today's production of Soup and Beans is often several times that much in a day.

Millions of couriers of good will, dressed in their Red-and-White Labels, go forth to the four corners of the globe to spread the fame of the Campbell Kitchens and the good name of Camden.

There are enough cans of Campbell's Soups made in a year to form a line around the entire border of the United States and Canada, and, in addition, to run a double track of cans from Philadelphia to Pittsburgh, and yet there would be enough left over to build Campbell's Soup Lighthouses as high as the Woolworth Building in every state of the Union, in

Alaska, Porto Rico, Hawaii, Guam and the Philippines, and still have enough Soup left to feed a town of 15,000 inhabitants for a year.

A day's run would suffice to provide cans sufficient to extend over a distance of approximately one hundred and ninety miles—more than enough to lay a single track line from New York to Baltimore, via Philadelphia. With fifteen acres of floor space, this is not only the largest establishment of its kind but its equipment and methods are, beyond all imagining, complete and up-to-date.

### A Revolutionary Idea

TO Dr. John T. Dorrance (now President and General Manager of the Company) belongs the credit of originating Campbell's Soups. Some tinned soup there was on the market, to be sure, but it was not concentrated. To prepare for the table, it needed only to be heated. Condensing the Soup saves on the can, label and case, on storage space, and,

this is most important, on freight charges.

Quantity production means the benefit of quantity price in the purchase of supplies; it means reduction of overhead charges; in other words factory costs are spread over so many cans of soup that they amount to very little on a single can. Scientific, standardized methods mean the production of the very best soups possible.

Of course an idea, no matter how good, never gets anywhere unless it is properly and skillfully applied. In this instance it was put through to the smallest detail with the utmost care, energy and tireless perseverance.

An organization was painstakingly built up, every department being in charge of a thoroughly competent head and every such department head being backed by a man thoroughly capable of filling his shoes. It is to the strength of the organization that Dr. Dorrance gives all credit for the smoothness and efficiency of the three ma-

jor operations of production—purchase, manufacture and sales.

The Company found themselves faced by the discouraging fact that Americans were not a soup eating people. Not only must they teach people who were accustomed to home made soups to use the canned article, but they were confronted by the staggering necessity of educating the public in the use of soups of any kind.

An advertising campaign, aimed at the education of the public in the use of soups, was begun. They preached the benefits of soup in the daily diet. They told how the meat extracts, the salts, the vegetable flavors in good hot soup act as direct stimulants to all the digestive apparatus of the body, causing a flow of the fluids that bring about digestion and that normal appetite which is so essential to good health.

They told how the making of soups on a great scale had been reduced to a science.

Home made soup is often beyond the reach of people of small means and inconvenient to the rich. The long boiling of joints and the keeping up of "soup stocks" is expensive in materials, time, labor and fuel—and awkward in modern homes.

They explained that the manufacture of canned soups of high quality, on an economic scale, made it possible for this beneficial dish to be used generously on practically every table in the land.

For twenty-three years this campaign has steadily and consistently grown in power until today it has few rivals in the advertising world. The rollicking little Campbell Kids are as dear to the hearts of American children as Jack the Giant Killer or Little Red Riding Hood.

The total circulation of one issue of the weekly and monthly magazines in which Campbell's advertising occupies one or more full pages was recently reported as 19,145,783.

### The Guiding Policy

THE fundamental policy originally laid down by Dr. Dorrance has ever since governed the Company in the manufacture and marketing of its products:

1st—To produce products of uniformly superlative *quality*.

2nd—To develop for itself, by means of advertising, the quality of getting and holding an immense group of buyers to whom its label is a guarantee of *satisfaction*.

3rd—The building up of *prestige*, first through the satisfaction of its customers, second, through the character of the Company as an institution, and third through the character of the individuals who compose its organization.

### A City in Itself

THE Campbell plant occupies a large part of the three city blocks bounded by Market and Arch, Delaware Ave-

nue and Third Street, with large warehouses, piers and freight yards at the foot of Penn and Cooper Streets.

Thirty-two hundred people are employed in the summer, with a minimum of from twenty-four to twenty-five hundred during the winter months. The firing line of this army is represented by twenty great kettles of pure nickel, with a capacity of a hundred and ten gallons each.

These kettles are supplied with broth, or stock, through glass lined pipes, by ninety-seven broth kettles, each having a capacity of two hundred and twenty gallons and being capable of handling a thousand pounds of meat at a time—nearly one hundred thousand pounds at a cooking.

### Strict Inspection

MEATS are inspected in and out of the refrigerators by separate inspection forces maintained both by the Government and by the Campbell Company. One bank of refrigerators at

the Campbell plant has a capacity of seventy carloads.

The meats are carved and the bones are crushed by great electrically operated machines. Vegetables are peeled mechanically on the ground floor, and the celery receives its preliminary washing at another point on the same floor, so that they are all clean and free from garden soil before they are taken into the kitchens proper. The finishing work is done by hand, except that they are cut into cubes by machinery.

The inspection system is so severe that every individual grain of rice or barley is picked over by hand. Every part of every process is subject to the closest and most careful scrutiny.

### Cleanliness Predominant

THE predominant note instilled in the minds of the workers is that of scrupulous care that the product be kept clean. At every machine, inspectors may be seen carefully scrutinizing the steadily

moving lines of cans, on the qui vive to uphold the Campbell standard of excellence.

The employees wear fresh, smart uniforms; the men wear white and the women wear blue-and-white striped suits with aprons and caps. These are provided and laundered by the Company. Manicurists are provided and all employees who are engaged in the actual preparation of the foods are manicured at regular intervals.

A large force is employed day and night cleaning the plant and all utensils, and the immaculate condition of the entire establishment always provokes favorable comment.

### Personal Service

CARE has always been taken to prevent employees from feeling that the Company is in any way paternal in its attitude; on the contrary, an effort has been made to maintain between the Company and the individual employee, regardless of his or her position with the Company, the feeling that each must give to

the other what is justly due—on the one hand, the Company must give fair wages and fair treatment, and on the other, the employee must give loyal support and intelligent labor.

The Company hospital at the main plant is carefully equipped and is always ready at all times to handle accident cases as well as to keep in touch with sick employees who are not permitted to work. A complete emergency operating room, with a graduate nurse in charge, is maintained, and useful advice may be had from the doctor or the nurse by any employee, free of charge.

### Preparation of Tomato Soup

THE Campbell Company maintains agricultural laboratories and farms for the development and propagation of choice varieties of tomatoes for use in Campbell's Soups. Thousands of varieties have been tested and crossed here to combine features that will produce the most desirable qualities.

If you should follow the progress of these fine vine-ripened tomatoes from their entrance at Campbell's receiving station, on through the various operations by which they are finally transformed into delicious tomato soup, you would realize why these are the most famous kitchens in America, and probably in the world.

The tomatoes are "handled" without hands.

They are turned out of the farm-baskets directly into running water and go through seven separate washings, high-pressure air-jets being forced through the water at times, thus removing every particle of sand and dirt from the tomatoes.

Any imperfect specimens are removed by careful inspectors and the perfect tomatoes are carried by an endless chain of porcelain-lined conveyors to the cooking cauldrons.

All trace of skin, seeds, and core-fibre is strained out through strainers as fine as pin-points, leaving only the pure rich

juice, which is then blended with fine butter, graulated sugar and other choice ingredients.

The soup then goes to the filling and closing station where the sanitary cans, previously inspected and washed, are filled, closed airtight, and then subjected to superheated steam, the modern scientific sterilizing method.

**Homely Arts Glorifiied and Commercialized**

THE making of home-cooked soups is a relatively simple proposition when compared to the preparation of commercial soups such as the Campbell Company place upon the market.

In securing their large scale soup production, they have traced out ever so carefully the history of all food constituents placed in the kettles of home prepared soups.

They have studied the cost of each ingredient to the fraction of a cent and then have laboriously located the most advan-

tageous markets, while seeking the highest obtainable quality.

They have experimented in the field, to breed into their vegetables factors making for better quality. Were it necessary they would grow all of their own vegetables to secure this perfection.

Then, in their kitchens, they have employed the most famous authorities; they have secured the most expert French chefs to supervise the blending and cooking. A corps of chemists, men of finest technical training and of proven ability, study how to overcome situations which in any way detract from the quality of the product.

## How Campbell's Pork and Beans Are Packed

### The Beans

IN packing Campbell's Pork and Beans, "Choice Hand-Picked Pea Beans" are used and endeavor is made to obtain raw material from sections of that State where the crop has not been damaged by seasonable conditions. Beans are required

which are free from anthracnose, or blight, and do not contain moisture in excess of 17%.

On receipt at the Campbell kitchens, the beans are soaked in glass-lined tanks, in cold, running, artesian well water, at a uniform temperature of 58 degrees, Fahrenheit, for from sixteen to twenty hours.

Thereafter they are run through a machine which sorts out any foreign material, such as stones, which, owing to similarity in size, color and shape, may have been overlooked by the expert pickers.

They are then passed over moving tables where they are re-hand-picked as an additional assurance of cleanliness and quality.

### The Pork

FROM thence they pass to the preparatory slow cooking process and then are placed in the cans, which previously have been thoroughly washed and sterilized.

Here is added the pork, which must be U. S. inspected and is of the class called

"bacon pork". This pork is used in contra-distinction to saltside; in other words, pork is not just pork so far as their formulas are concerned.

### The Sauce

THE tomato sauce is put in the cans at the same time, the filling of the cans with beans and sauce being practically one operation. This sauce is one of the fundamental reasons for the popularity of Campbell's Beans and requires constant attention of an expert chef and his staff. A great deal of care is exercised in selecting the tomatoes used in this preparation.

The tomato sauce is blended with the correct amount of sugar and an infinitesimal amount of spices. It is most important that the sauce contain a uniform amount of solids, as the beans, on standing, absorb the flavoring material, the sugar and the moisture in the sauce, leaving the tomato solids, which may be seen when opening the can. If there is too little sauce, the beans are too dry to please the

average consumer; if there is too much, it makes them too soft to be attractive to the housewife.

### Slow Cooked

AFTER the filled cans are hermetically sealed, they are slow cooked to insure their wholesomeness. When the beans are thoroughly cooked by this long, slow process, the cans are chilled with cold water in order to obtain uniformity, as over-cooking will make the beans too soft.

They must not, however, be allowed to cool entirely; enough heat must remain to dry them after they are removed from the retorts. Otherwise there would be danger of their becoming rusty. The cans are then allowed to stand until the beans become what is technically known as "set", so that the process of labeling and packing in cases will not make the sauce cloudy.

While to the layman the manufacture of canned pork and beans is most simple,

to the manufacturer who is endeavoring to produce a standardized and uniform article of high quality, it presents an indescribable amount of detail and requires the closest attention.

## Scientific Farming

THE Campbell Agricultural Laboratories, tomato farms, seed farm, poultry farm, together with the many thousand acres under contract, are under the direct or advisory management of H. F. Hall, late Professor of Horticulture at the New Hampshire State College of Agriculture and ex-President of the American Vegetable Growers' Association, in succession to Luther Burbank.

At the Agricultural Laboratories new varieties are developed and tested and efforts are made, by crossing and selection, to improve the grades of those now in use. This has been conspicuously the case with tomatoes.

The effort to improve the tomato is conducted along two lines, first, hybridization, by means of hand pollination, and, second, by selection. By following these lines, the Company has succeeded in breeding a tomato of uniform flavor, size and color, and now distributes the seed of this standardized fruit among its growers at cost price.

The growers have come to realize the superiority of the tomatoes that have been developed by the Campbell Company and have been won over to a spirit of co-operation. During the growing season the Company's agriculturists work among the farmers and advise them advantageously concerning the care of their crops.

Each year a Farmer's Short Course is given at the Campbell's Soup Farms and growers from all the neighboring districts are invited to attend lectures on topics of interest by agriculturists of national reputation. Contests for the best types and grades of plants and vegetables are held

annually and every effort is made to encourage the production of high grade products.

**Peerless Poultry**

AS a relief from their agricultural work, and for the pure love of the game, the Campbell farms specialize in high grade Single Comb Buff Orpington Poultry. Their exhibition birds have swept all before them in the past years at the Poultry Shows on the eastern seaboard, including the National Show at Madison Square Garden.

Winners for the past season totaled twenty-five First Prizes, twenty-one Special Prizes, besides six Cups and three Medals. At the recent Chicago-Coliseum Poultry Show, the Campbell Company won five First Prizes out of a total of six in the S. C. Buff Orpington class.

At the Madison Square Garden Poultry Show, held in New York during the week of January 24th, Campbell's Soup Farms

started off the new year by winning five first prizes out of a possible six. The grand total number of points that can be scored in any one class is 128. Of this possible total the Campbell birds scored 70 points, while the total score of all their competitors amounted to 58 points.

## 21 Kinds

SOME benighted beings are under the impression that "Campbell's Soup" means Campbell's Tomato Soup *only*. But twenty other Kinds are put up in this great establishment. Just what all these Soups are like is a matter of interest to every housewife.

Tomato, Tomato-Okra, Pea, Celery and Asparagus Soups contain no meat (the place of a meat stock being taken by high grade creamery butter) and are, therefore, of special value where religious scruples, the doctor's orders or personal rules of diet forbid the use of meat.

### Asparagus

THIS is a cream soup or puree, and should be prepared for the table by slowly and thoroughly stirring into the hot soup, hot milk or cream instead of hot water. Grown in Camden, Burlington and Gloucester counties, luscious asparagus, the harbinger of spring, is cut fresh every morning as it matures, carefully bunched, to avoid bruising, and brought to the Campbell kitchens. There it is well washed and prepared to meet in shining nickel kettles, the fate hoped for by all well brought up asparagus.

To a puree, or pulp, of asparagus are added choice asparagus tips and the best milk and butter—with just a dash of fresh celery and French "fines herbes".

It is canned, labeled and boxed within a few hours after being cut. And that is how the delectable flavor is retained. The housewife buys asparagus at the market, asparagus that has been cut thirty-six hours or longer, with which to make her

soup, and, try as she may, she cannot surpass and, unless she has her own garden, she cannot equal this product which is so readily obtainable all the year round.

**Bean Soup**

A PUREE of white pea beans, of delightful flavor and smoothness of texture. It may be prepared by the addition of milk or cream instead of water.

The American public is more accustomed to Bean Soup than to any other kind. Among home made soups it is undoubtedly the most generally used and the most universally popular.

**Beef Soup**

THIS is stronger in meat value than any other soup and is extremely nourishing and substantial. It makes the proper mainstay for a dainty luncheon or the important opening course for a light dinner. The broth is made of prime beef and is very strong and full flavored. Choice cuts of beef in substantial quantity are

diced and added to every can of this soup. Carrots and golden turnips are also cut into dice and with barley, celery, leek, onion, parsley and proper seasoning, are added. A plateful goes a long way toward being a meal in itself.

### Bouillon and Consommé

SURPRISINGLY few people know the the difference between these two soups.

Bouillon is a direct extract or essence made by boiling down beef and forms the basis of a great many other soups and sauces.

With its derivatives, it was introduced into France from Italy at the time of the French Renaissance. Until then all cooking had been of the very heavy and rich variety and the greater delicacy that developed afterwards started with the introduction of the use of the clear beef extract in soups and sauces.

Bouillon is made as follows:—After the beef has been cooked a sufficient time, the fats are carefully skimmed from the top.

The broth is then drawn off to another vessel and allowed to cool. White of egg is then added to clear the soup of albuminous substance.

It is then very slowly heated, during which process a crust forms on top. This must be broken in places from time to time to let the soup "breathe" as the French chefs express it. When this crust begins to crack, it is carefully removed and the soup drawn off through fine white serge and then passed through sterilized filters.

Should a darker color be desired, some of the beef used may be roasted before going into the stock pot. In addition to the beef extract, Bouillon contains parsley, celery, onions and spices.

His Consommé is the highest pride of the truly great chef. It is made by cooking chickens (which may or may not be roasted) in Bouillon, and adding carrots, turnips and parsnips. The Bouillon used in making Consommé is not made of roast meat, as the color of Consommé should be

lighter than that of Bouillon. Also it should have a stronger vegetable flavor.

### Celery Soup

THIS delightful soup is made in the snappy autumnal weather which follows the close of the tomato season. The crisp, tender celery used in it is grown largely on the Campbell Soup Farms.

Having been washed until it is immaculate, it is boiled and then run through a centrifugal straining machine or colander, electrically powered, which removes all the fiibrous part, leaving a heavy puree. This is blended and cooked with crisp crosscuts of celery, fine creamery butter, rich milk and delicate seasoning.

In preparing this soup for the table, the housewife who desires a particularly rich soup may add hot milk or cream instead of water. It should be slowly stirred into the hot soup.

### Chicken Soup

THIS is one of the most popular Campbell Kinds. It is properly distinguished from Chicken Broth or

Chicken Consommé by the addition of rice and the meat of chicken cut in cubes.

After being thoroughly cleansed and rigidly inspected, the chickens are put to boil and cooked until tender. They are then removed from the broth and allowed to cool, when the choicest portions are removed from the bones and cut into small pieces. The bones and other parts most suitable for the purpose, are returned to the stock kettles and cooked to make a rich stock. To this is added the diced chicken meat, together with the highest grade Patna head rice, which has been boiled and blanched so that it is light, delicate and whole. Celery and a slight flavoring of parsley and leek are also added.

### Chicken-Gumbo

OKRA as a vegetable is familiar to but a few—a native of tropical climates, originally grown in Africa and Central and South America, in recent years has been quite extensively cultivated in the State of Louisiana.

Okra resembles the gherkin in shape, but the pod is from four to five inches in length, ending in a point. The plant grows about four feet in height and the flower is unusually beautiful.

Okra, or gumbo, as it is often called, is distinctly a soup vegetable and, although served in other ways, is often used with chicken, the soft mucilaginous pith having highly nutritious qualities valuable for thickening and flavoring soups and much used by the French.

Within the past two years Okra has been cultivated successfully on the Company's farms in New Jersey. The quantity in Campbell's Chicken-Gumbo (Okra) has been increased by 25 per cent., making this soup much richer and heavier.

### Julienne Soup

JULIENNE is very similar to Printanier except that it is not so heavy in meat body and the vegetables, such as carrots, turnips, celery, etc., are shredded and blanched in boiling water before being added to the Consommé.

Julienne is a very popular soup and is

served quite frequently as a first course at leading hotels and at private dinners.

### Mock Turtle Soup

THIS is a heavy, rich and highly flavored soup. As an opening course, to give weight to a light dinner, it is ideal.

It closely resembles the well known thick Green Turtle Soup, the meat of white calves' heads, which forms its base, being, both in appearance and taste much like the calipash and calipee, which are respectively the light green meat from the upper shell and the almost white meat from the lower shell of the green turtle. It contains, in addition, celery, herbs, spices and all flavoring proper to this Soup.

### Mulligatawny

THIS is the famous and ever popular East Indian Curry Soup. The name is derived from Mila-gu-tan-nir, which means "Pepper Water" in the Tamil dialect of Hindustan.

Campbell's Mulligatawny Soup contains, in combination, forty-four separate

ingredients. A base of rich chicken stock is blended with a puree of velvet smoothness, made from apples, yellow turnips, carrots, tomatoes, celery, garlic, leek and cocoanut. To this is added imported East India curry powder and a chutney sauce.

This chutney has to be aged for four years before it is used and contains such astonishing condiments as candied ginger, candied orange and lemon peel, tamarind beans, Spanish onions, coriander seed, vinegar, raisins, currants, etc.

This soup is liberally garnished with diced chicken meat and rice.

**Mutton Soup**

MANY physicians prescribe Campbell's Mutton Soup as a tissue-builder for invalids and convalescents; in cases where the digestive tract is very sensitive and delicate, the soup may be used strained with most beneficial results, as it contains no pepper.

It is made from strictly fresh mutton, from which all fat has been removed, and is garnished with potatoes and turnips cut

into small cubes, barley, celery, onions, parsley and a trifle of salt.

This soup is prepared with the highest aim toward nutritive value and it will be found most nourishing and gratifying to the palate. It is a splendid, healthful soup and is excellent for children.

**Ox Tail Soup**

THE meat and marrow of ox tail is very nutritious. The broth contains fresh celery and parsley and is blended with a finely strained whole tomato puree. Small diced carrots and turnips, sliced celery, chopped parsley, spices and all flavorings and garnitures proper to this soup are added. Several slices of ox tail are in each can.

**Pea Soup**

CAMPBELL'S Pea Soup is an example of delicacy of flavoring and heartiness, for it is really a very substantial dish and need not be followed by a hearty meal. Peas are brought to the factory as soon as picked. They are boiled, rubbed through fine colanders and blended

with milk, butter, herbs and condiments.

Waxy little new potatoes are cooked with the peas, and with them run through the colanders to furnish the desired "body" for the soup. When serving, hot milk or cream may be added, instead of water, by those preferring a richer and more creamy soup. It should be stirred into the hot soup, a little at a time.

**Pepper Pot**

A QUAINT old Philadelphia dish; it is based on a rich beef stock and contains tripe, noodles or dumplings, potatoes, carrots, parsley, diced sweet red peppers, sage, marjoram, with other spices and seasoning.

**Printanier**

THIS dainty Campbell Kind presents, perhaps, a more attractive appearance than any other soup. As is denoted by its French name, which means "of the springtime", Printanier is prepared in the season of the year when little, tender spring vegetables can be obtained. White turnips and carrots, cut in fancy shapes, and diced

celery are included, forming a conspicuous part of this delightful dish.

The high jellying quality of this soup is due solely to the richness of the stock. No gelatine is used in this nor in any other Campbell Kind. If the can be placed for some hours *directly* on ice before cutting, the soup can be turned out like jelly from a mould.

As a soup to precede a full course dinner, Printanier cannot be excelled. It is a real appetizer, an excellent and nutritious stimulant and its service adds to the dinner that much-to-be-desired touch of refinement and elegance.

Those who wish to follow the French rules of pronunciation will speak of this soup as "Pran-tan-yay" and the first syllable should be said directly through the nose. Those who don't care for the French pronunciation may feel free to "roll their own".

**Tomato Soup**

THIS is the most popular Soup in the world. In production and sale, also, it is without a peer. No other Soup

lends itself to so many uses. Prepared with an equal quantity of water, both brought almost to the boiling point, mixed and served immediately, piping hot, it is too well known as an appetizing dish to call for comment.

There are many ways of preparing this invaluable food product. To serve as a cream of tomato or tomato bisque, heat contents of can and an equal quantity of fresh milk separately. Bring them almost to the boiling point and then mix before serving—pouring the Soup into the milk to prevent curdling.

Whether made with milk or water, Campbell's Tomato Soup may advantageously be served with a topping of whipped cream or with croutons, grated cheese, noodles, vermicelli or rice. It is extensively used in making sauce for fish, a tomato cocktail sauce or a sauce for spaghetti.

A very attractive "party dish", sometimes called "Red Rabbitt", is made by

pouring contents of one can Campbell's Tomato Soup into chafing dish or double boiler. When hot add one pound cheese cut in dice. Cook until cheese is thoroughly melted and mixed with Soup. Add red pepper to taste and one egg slightly beaten. Stir well a few minutes and serve hot on crackers or toast.

### Tomato-Okra

THE base of this delightful soup is much like the regular tomato soup, but has an added richness and smoothness, owing in part to additional butter and in part to the heavy juices of the Okra, which also imparts a distinct and agreeable flavor that makes a pleasing combination with tomatoes.

### Vegetable Soup

THERE are but few other varieties that offer the chef such an opportunity for exercising his art as this, combining as it does delicacy in flavor with the substantial qualities of a satisfying and appetizing dish that may, and frequently does, make an entire meal.

In Campbell's Vegetable Soup there are thirty-four distinct ingredients, eighteen of which are vegetables. In order that the appearance presented may be dainty and inviting, the larger vegetables are cut in cubes where practicable and the smaller kinds, such as tender little peas, baby lima beans, Country Gentleman corn of the sweetest growth, as well as the Patna head-rice and alphabet macaroni, appear perfectly whole and yet thoroughly well cooked.

Excessive grease, frequently found in Vegetable Soup, is entirely eliminated by repeated and careful skimming, which is indeed the method employed in the preparation of all Campbell's Soups of like nature.

Perhaps no other Campbell Kind has been improved so steadily regardless of the advancing prices of many of the important ingredients.

**Vegetable-Beef Soup**

VEGETABLE-BEEF Soup was devised during the World War in response to a demand for a balanced ration. There never was a more wholesome

and satisfying food for a hungry child or a tired man. It is a complete, full and balanced meal in itself.

The beef that enters into the composition of this soup is put into the stock raw, and given a light cooking, after which it is taken out, allowed to cool and then diced.

The vegetables used are tomato puree, onions, blanched and diced carrots, diced potatoes and little green peas. Blanched, pearl barley and seasoning complete a wholesome and hearty dish.

This soup is of the old-fashioned "home made" type. It is a full-flavored and full-bodied vegetable soup, containing lots of beef. It may be used also as a garnish for a stew or, when served on toast, it appeals as an appetizing breakfast dish.

### Vermicelli-Tomato

THE Tomato Soup base of this delicious creation differs totally from the familiar Campbell's Tomato Soup. It is made especially to be just what it is—a true Italian dish. It contains the best Durham wheat vermicelli, with finely minced bacon and grated cheese.


Campbell's
PORK
AND
BEANS
WITH TOMATO SAUCE
JOSEPH CAMPBELL COMPANY
CAMDEN, N. J., U.S.A.

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# THE Optimist

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JUL 5 1922

JULY 1922




WELL FED!

HANGES in conditions affecting the labor supply are possibly more apparent to one who has been away than to those who are in every day touch with them.

The unemployment problem that existed a few months ago has entirely disappeared, and already there are indications of an approaching shortage of labor.

Certain sections of the country already report an inadequate supply of unskilled labor. This condition is certain to be aggravated with increasing productive activity.

Take care of your efficient workers now, so that you may be able to depend upon them later; for when you need workers the most they will be hardest to get.

THE
# Optimist
A Periodical of Cheer Published Monthly
by the JOSEPH CAMPBELL COMPANY, Camden, N. J.
Title Reg. U. S. Pat. Off., T. M. 77,148

*Success by this method is certain, we feel,*
*We have it from fellows who rose,*
*That no guy need ever get down at the heel*
*If he only keeps up on his toes.*

Vol. 11 July 1, 1922 No. 7

## The Germany of Today

A TEN weeks tour of Europe, principally in Germany and Austria, leaves the Editor with many vivid impressions but confessedly out of touch with the local situation. He therefore asks his readers to bear with him if he devotes the major portion of this issue of "THE OPTIMIST" to a review of conditions as he found them in Central Europe.

It is difficult to generalize about Germany, for what is true of one section may not be of another. The Rhine district, for example, is buzzing with industry, manu-

facturers showing evidences of a desire to speed up production and workmen putting in eight honest hours per day.

This is not the case in Central or Northern Germany, where workers are slighting their jobs, working even less than eight hours a day, and at only about 70% of their pre-war efficiency.

Labor is well paid, but the desire to work is much less in evidence in Germany than in this country, all propaganda to the contrary notwithstanding. The idea of working hard, in order that they may pay off the reparation claims of France, seems to be more than they can stand.

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EVEN in the center of the coal district, German factories are burning lignite or peat, which has to be freighted 250 miles, as Germany (under orders from the Reparations Commission) is shipping coal to France at the rate of eight carloads per minute, day and night.

The lack of confidence in the value of the mark has had the effect of making the Germans a nation of spendthrifts. No sooner is money in hand than it must be

spent before it decreases in value. The working classes in Germany and Austria spend their money largely on clothes, and, as a result, are better dressed than those of any other country under the sun.

Evidences of poverty are hard to find. The children appear to be very well fed and clothed, and are surprisingly numerous. The real sufferers are those who are known in Germany as the "Middle Classes"—that is to say, the judges, the professors and salaried men of that type and all those who live on income accruing from investments; these people, the very mainstay of the nation, are being ground to pieces owing to the decline in the value of the mark. Their salaries and investments are today worth just about one seventy-fifth of what they were before the war. An eminent professor at Göttingen told us, "We get along all right; we have meat once a week."

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MEATS in Germany are scarce and expensive, although excellent veal and pork can be obtained. Those having rooted prejudice against eating

horse meat will be well advised if they refrain from ordering beef. Stores selling horse meat have to display a notice to that effect, but this is not so of restaurants.

Prices for hotel accommodations and food, while undoubtedly advanced one or two hundred percent for Americans, are still quite cheap and are far below the best prices in France. Contrary to the generally accepted idea, however, very few things can be advantageously purchased by the traveler.

The Allies collect an export tax, running in some instances as high as 100%, and the examination of the baggage at the frontier is most painstaking and thorough. A license showing that the export tax has been paid is necessary in order that anything may be shipped from the country, and the lack of this permit, properly made out, results in confiscation.

A most excellent policy to follow is to make all purchases in America—in the long run it is cheaper and more satisfactory and it is *very much* less trouble.

IN comparison with the days of its pre-war prosperity, Berlin is like a city of the dead. There are many changes to be noted, but the most obvious one is that almost all the automobiles have disappeared.

To be sure, there are taxicabs. There are a few at the railway station and they can usually be obtained at two or three points along the Unter-den-Linden. But the roaring traffic of pre-war days has gone where the woodbine twineth.

Today the streets are almost deserted; occasionally a man rides by on a bicycle and, at intervals, some disreputable looking low-necked hack, drawn by an absurdly inadequate little horse, will amble along. The cab driver's coat is invariably held together by safety pins, and his oilcloth top hat looks for all the world like a caricature by George Cruikshank.

Berlin is very crowded. There are 180,000 Russian refugees living in the city who seem to all have plenty of money (for the moment, at any rate). They have taken up all the most desirable apartments and many large suites in the leading hotels. Other suites are occupied permanently by

various Commissions. There are thousands of Japanese in Berlin, of whose activities no man knoweth.

The German attitude is that the war was forced on them owing to Russia's mobilization; that they were not defeated but that they had had a revolution caused by starvation. There is no sign of repentance—only a great bitterness against everybody in general and an unjust fate in particular.

The Ex-Kaiser and his sons seem to have achieved the most intense unpopularity. The flight into Holland will never be forgiven, and a return to a monarchical form of government would appear to be out of the question during the lifetime of the Ex-Kaiser and the Ex-Crown Prince. Thereafter such a return would seem to be probable.

Had the Emperor died at the head of his troops, he would have gone down in history as the greatest German who ever lived and would have established the Hohenzollern succession for a thousand years to come. But he chose personal safety, coupled as it was with exile.

## The Austrian Dilemma

WORLD politics, the Wilsonian Theory of Self Determination of Peoples and the ambitions of England, France and Italy, resulted in the division of what once was the Austro-Hungarian Empire along racial rather than economic lines.

The outcome has been terrible for Austria and her position today is pitiable. Vienna, one of the most magnificent cities in the world, formerly the capital of a nation of forty-nine millions of people, is now the seat of government of a little country having a population of less than seven millions, over two million of whom live in the city. The head of a giant with a body of a dwarf.

Her one time seaports are now owned by Jugo-Slavia and Italy, who close them to her for weeks at a time whenever the spirit so moves them. She is dependent for meat on Hungary and for coal on Czecho-Slovakia and is whipsawed to a frazzle by their extortions.

Hungarian interests buy up the available meat supply in Austria. Then Hungary

(*Continued on page 10*)

## Let

HENRY FORD'S record production
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—*The Optimist.*

closes the frontier. The price of meat skyrockets, and then the Hungarians sell out and open the frontier again; Czecho-Slovakia does the same thing with coal.

The Austrian unit of currency, a crown, was in pre-war days worth approximately 20c. On May 1st one received 8,200 crowns for a dollar, two weeks later the crown had fallen to 9,800, while by mid-June it had broken to approximately 22,000 to the dollar.

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OUTLINING roughly the political situation in Austria, it might be well to explain that perhaps 30% of the population are conservative, 30% radical and the remaining 40% swing between the two extremes as their own interests seem to dictate. Up to date, a large majority of the third group has aligned itself with the radical contingent.

The first group want a stable government, first and foremost; and they are willing to accept practically any form of stable government that would be satisfactory to their conquerors. The second group consists of radical Socialists and

Communists, with a small contingent of some twelve or fourteen thousand Bolshevists and Anarchists.

The radicals are divided into three parties, the mildest of which, the Christian Socialist Party, is at present in office. The Social Democratic Party, however, has a strong majority and wields the actual power. The Communist party is large enough to be troublesome.

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EXCEEDINGLY radical socialistic legislation has been passed; an excellent example being furnished by the Housing Laws. While the crown depreciated 4,444 fold, rents only increased 4 fold, (this increase being fixed by law). In case of failure to pay the rent, the landlord cannot eject a tenant.

Manufacturers who furnish houses for their employees cannot remove a man from one of those houses, even when he has been discharged for cause; nor is the discharged employee under any compulsion whatever to pay any rent. He owes the rent, to be sure, but no means are provided for collecting it.

The rent which the landlord receives (if he receives any) amounts to practically nothing. If he received a gold value of $25.00 a month before the war, he would be getting between two and three cents per month today.

In over-crowded sections, householders are obliged to open their houses to tenants, provided the house contains more rooms than are allowed by law for the number of persons in the family, nor can the owner refuse to accept a tenant on personal grounds.

Owing to these Housing Laws, the owners of city property have been ruined, whereas the owners of farms have become rich; as there is not enough farm land in present day Austria to adequately supply the population, and the law of Supply and Demand is just as inexorable in an impoverished country as in a wealthy one.

The responsibility of these laws properly belongs to the leaders of the Social Democratic Party. Yet by keeping the Christian Socialists in office they will probably be able to throw the onus on them when legislation of this sort becomes in-

tolerable. And they themselves will then be in a position to take over the reins of government on some more conservative platform.

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ALTHOUGH wages have advanced practically every week, (in step with the decline in the crown) yet a gold value ratio of approximately five-sixths of pre-war wages has been maintained. This means that if a man received 125 crowns per month in pre-war days (approximately $25.00) he would receive over half a million crowns per month with crowns at 22,000 to the dollar, and despite his 1-6 reduction in gold value, his purchasing power is greater than it was in pre-war times.

The inefficiency of labor is even more pronounced than in Germany. One of the most important manufacturers in Austria assured us that the average laborer's daily output did not exceed the average output for five hours prior to the war.

Strikes are very numerous and with poor labor conditions and a wildly fluctuating monetary unit, it is exceedingly diffi-

cult for Austrian manufacturers to carry on at all.

We saw four parades in Vienna on May Day; all of them were Red. The first was Socialist, the second Communist, the third Russian Bolshevik and the fourth Red Anarchy and World Revolution. Marchers in the last parade were singing German words to the Marsellaise, and carrying banners inscribed "Death to the Bourgeoisie", "Those who do not work shall not eat", "Down with all foreigners", etc. These were the four best dressed parades that it has ever been our lot to see.

The feeling in Austria is very bitter against the Italians, but there seems to be no feeling at all against either the English, French or Americans. On the contrary, Americans are exceedingly popular, owing to the excellent work of the American Relief Administration.

## A Super-Ship

THE Cunard Liner Berengaria is the last word in luxurious ocean travel. She has just been converted into an oil burner, and develops a speed in excess of 23 knots.

Her size is so great that nothing short of really severe weather causes any noticeable motion. She is 919 feet long, and 14 stories, or decks, high.

The staterooms compare favorably with the bed rooms in a very first class hotel. Many of them have private baths and trunk rooms, while there are suites containing salons, private dining rooms and private verandas.

No palace boasts anything finer than the magnificent Lounge with its Louis XVI panelling. Her equipment also includes a ball room, palm garden, library, Turkish baths and a marble swimming pool 65 feet long by 45 feet wide.

Captain C. A. Smith and his very able aids, Purser Beynon and Chief Steward Green, have brought the operation of the ship, the service and the cuisine to the highest possible plane. The foremost restaurants of Paris can furnish no more delicious viands; the best Clubs of Europe and America can offer no smarter service.

The Cunard Line, long the synonym for safety and luxury at sea, has surpassed itself in this its greatest ship.

## Our Price Guarantee
**(Revised)**

WHILE the price guarantee on Tomato Soup for prompt shipment expired June 30th, Tomato Soup sold as "futures" for August and September delivery, 1922 Pack, will be guaranteed against decline in price until March 1st, 1923.

After the withdrawal of the Future Tomato Soup sales, Tomato Soup will take the same guarantee as other Campbell's Soups and Pork and Beans, *i. e.*, 90 days from date of shipment, except that the guarantee on Tomato Soup, as heretofore, will not extend beyond June 30th, 1923.

This guarantee is to cover the warehouse stocks of our customers within the continental limits of the United States (omitting Alaska), for 90 days from date of shipment, should decline be made in our prices in their city, but does not apply to No. 10 Soups and No. 10 Pork and Beans.

In effect July 1st, 1922.

## *AMERICANIZE THE MENU!*

*HALL we in French—or Volapuk—*
*Order our eats or chow or chuck?*
*Ah, no! Far better starve or rot*
*Than pick our portions polyglot!*
*Comrades, refuse to cut or pour*
*By "table d'hote" or "carte de jour"!*
*Stand firm with knife and fork and glass,*
*Our battle cry, "They shall not pass!"*
*If such a stand we hold unshaken,*
*The hostile trenchers shall be taken!*


Campbell's
CONDENSED
21 KINDS
SOUP
JOSEPH CAMPBELL COMPANY
CAMDEN, N.J., U.S.A.

658.05
OP

# THE Optimist

UNIVERSITY OF ILLINOIS LIBRARY
AUG 25 1922

AUGUST
1922



TOMATO INFORMATION
AND TRADE GOSSIP

"HOW'S business?" asked a salesman of his customer. "About as good as we can expect," replied the buyer. "Perhaps you're not expecting enough," said the salesman. Those who expect good business during the next five months, and plan and act accordingly, will find that business comes to them in direct proportion to their expectations. What do you expect?

*The electroplates used in printing the Kids on the cover of this issue will be sent, gratis, to the first merchant applying for them for use in printing two-color advertising.*

THE
# Optimist
A Periodical of Cheer Published Monthly
by the JOSEPH CAMPBELL COMPANY, Camden, N. J.
Title Reg. U. S. Pat. Off., T. M. 77,148

*We used to hate the kaiser,*
*The author of all crime;*
*But now, if we're not wiser,*
*At least we have less time;*
*We have to wield our axes,*
*While yet the summer waxes,*
*To pay our income taxes,*
*When comes the winter's rime.*

Vol. 11 August 1, 1922 No. 8

## The Next Five Months

AT this writing, July 31st, no on can predict the outcome of the widespread industrial controversies involving the railways and coal mines of the country. The outlook is serious for everyone, perhaps especially so for the canning industry, whose packing season is just now commencing.

Food is given priority of rail transportation, although the order is qualified by a clause stating that such preference shall be

shown by a carrier only "to the extent that it is currently to be unable promptly to transport all freight traffic offered it for the moment". However, we have abiding faith in the wisdom of President Harding and his ability to handle the situation.

While we realize the gravity of the present situation, we have a feeling that a settlement will be reached in the early future. A discouraging feature of these labor disputes is the persistence of the class-struggle viewpoint rather than any recognition of the duty of making a serious attempt to reach industrial peace in the interest of production and general welfare.

---

HOLIDAY interruptions, inventories and vacations have tended to slow up business revival, yet unmistakable evidences of increasing prosperity continue to manifest themselves. Business has been through a serious illness, but it has now passed the tedious early stages of convalescence and is well on the road to recovery, and its new found strength is sure to result in buoyant exuberance during the coming five months.

Deflation in the grocery business commenced in June, 1920; thirteen months later saw prices and business activity at the bottom of the decline. The last five months of 1921 showed improvement, but there was a slight retrogression after the first of the year. Since February, however, business has made a consistent advance. This improvement is now becoming accelerated as public confidence increases.

During the period of depression the unemployment of labor, the low prices of farm products, coupled with high production costs and the general "tightening up" due to the psychology of hard times, seriously impaired the purchasing power of the country but, happily, these conditions no longer exist.

Unemployment is a thing of the past and the contraction of the labor supply is becoming evident. In fact, the restriction of immigration has aggravated a scarcity of labor to the point where it may well tend to a premature checking of the development of prosperity. It certainly has operated to prevent a deflation of labor in proportion to prices.

FARMERS are securing better prices for products produced at smaller cost and the restrictions which have operated to reduce their purchasing power are being rapidly removed. Crops are now starting to move into primary markets and money thus released may be expected to promptly make itself felt in generally increased activity.

The crops are the basis of all prosperity and if those now maturing in the United States are as large as the governmental reports prognosticate, a vast amount of new wealth will be created and a profitable foreign trade assured for the year.

Unemployed persons who returned to work during the first half of the year have had to lay aside much of their wages to pay the debts which accumulated during the months of idleness, but the next five months should see them able to resume their normal buying. Confidence is growing rapidly, all psychological influences are now pulling for an advance, and every indication points to sharp activity during the balance of the year. The clearing up of the rail and coal strikes would come

close to starting a boom of very large dimensions.

The situation is decidedly favorable from a sales standpoint and merchants should give it very complete consideration.

## Tomato Situation

INTEREST in the prospective pack of canned tomatoes largely centers at the moment on the situation in Maryland. A deal of loose talk has been indulged in anent the bumper crop that was expected in that state. However, torrential rains and high winds during the latter part of July caused damage, the extent of which has been the subject of keen speculation on the part of growers, canners and buyers everywhere.

From our own observation and in the opinion of a majority of well posted informants, we find the planted acreage in both Maryland and Delaware to be slightly in excess of that of 1920. We make comparison with the year 1920, as 1921 formed no adequate criterion.

The original stand of plants was excellent but damage from rains in both states

amounts to 25% at this date, (July 31st). In some localities, especially the low-lands, the damage is greater, but other sections have hardly been injured at all, and we believe 25% to be a fair average.

If wet weather continues in these states tomatoes will go back very fast, whereas with favorable conditions from now on, many of the damaged plants will pick up and redeem themselves to some extent. We have very few reports of blight, such cases as we have heard of being in low places which have been flooded and plants badly washed.

---

NEW JERSEY and New York are the bright spots of the eastern situation this year. They are not, however, important factors in the pack of canned tomatoes, as a large portion of the fine crops grown in these states are used in other tomato products. In New Jersey, the total acreage of tomatoes (contract and open) is approximately 110% of that of 1920.

In New York, owing to an agitation among the farmers, the acreage is apparently not in excess of 80%. Vines in each

of these states are uninjured and in splendid condition and a satisfactory crop of exceedingly high quality may be confidently expected if very unfavorable conditions do not develop.

In Indiana, the acreage is from 20 to 30% in excess of that of 1920. There is a good stand in this state and the present condition of the crop is excellent in most places. Early patches are heavily vined while late patches are looking better since the rain. There seems to be a quite general expectation of the heaviest pack in years in that state.

Missouri, while not such an important tomato producing state as Indiana, has been known to pack in the neighborhood of 700,000 cases, and this year is looking for one of the biggest, if not the biggest, year in its history.

Ohio, Michigan, Kentucky and Tennessee have normal acreage and good prospects. This may also be said of Pennsylvania. Reports from Virginia and West Virginia are not so rosy.

Utah reports a normal acreage, or four times that of 1921, and expects to pack

half a million cases. The stand is excellent and crop conditions are all that can be desired and every tomato canner in the state will operate.

Reports from California indicate that the planted tomato acreage is as great as that of 1920. The stand is only fair but the present condition of the crop is good. In this state we understand that only 70% of the tomato canners will operate.

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A SURPRISING feature of the situation this year is the unexpectedly large number of tomato canners who will manage to find money to operate. Where they get it from, or whether they ever were as poor as they were popularly supposed to be, is beyond our power to say.

Our survey of the principal tomato producing sections was made from our own observation and that of our agents and representatives and from immediate telegraphic advices from a large number of the most reliable packers, can manufacturers, agricultural experts and other persons whom we believe to be well informed on this particular subject.

In each section we have consulted a nummer of authoritative informants and have taken the weight of opinion wherever it was divergent. The composite estimate thus obtained indicates a pack of 10,400,000 cases (unit of 2 doz. #3 cans), contingent upon normal weather and frost conditions, uninterrupted railway transportation and coal and can supply and with no lower prices for canned tomatoes during the packing season.

Of course, an estimate of this type, at this time, of a crop and a pack subject to such changing conditions and to such hazards, can be useful only in showing the present consensus of opinion of well informed persons. We will advise our readers further on the subject in the September and October issues.

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CANNED tomato prices should be at about their lowest level at present, although keen buyers will probably be able to pick up their requirements at even lower figures during the heighth of the canning season, owing to weak canners being forced by their financial condition to

market their product under unfavorable conditions.

If canners are particularly careful of their quality they will undoubtedly secure better prices and we are convinced that canned tomatoes of full standard quality will command a price affording the canner a fair profit over cost.

Jobbers should give especial consideration this year to the class of canned tomatoes they elect to distribute. The market has been very thoroughly cleaned up and the riff-raff of veretan cans of war-time days and government left-overs has been thoroughly drained off through the channels of distribution or destruction.

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THIS year's pack can and should be made to redeem the consumer market for canned tomatoes and should put them in the class with canned peas, or even above it; for tomatoes should regain their old time supremacy and reign as undisputed leader of all canned vegetables.

Nothing but red-ripe, meaty tomatoes should be put in cans. Those cans should be filled with tomatoes, and not with tomato juice. Green topped tomatoes, half-

skinned or watery stock or the "added juice" abominations should not be packed under any circumstances, but if they are, buyers will be well advised to avoid them like the plague.

In many sections canners will likely pay less for their tomatoes than for some years past. Their labor costs will be less; cans, labels, cases and freight are all lower than they were last year and jobbers can well afford to insist on quality.

The economic fallacy of spending good money to pack, transport and market poor or unfit food should be forever condemned and forever avoided in the future.

## Canned Corn

ONCE again we see a dramatic demonstration of the depressing consequences of packing or marketing off-quality canned foods.

In the recent past the demand for canned tomatoes was seriously impaired because canners listened to the importunities of buyers who sought to make price the first consideration. Off-standard and low grade goods were packed in consequence

(*Continued on page 14*)

## Do You Want

LAY your plans with a little more intell
because if you do, old habits will gr
tentions into insensibility.

*Action* is the thing. *Do it now,* is th
of defense. *A grim determination to wi*
*edge that you are right* is the military mu

The real leader has no moments of
is his first lieutenant, always in waiting, a
fortification. Leadership is not an intan
ifest by constant productive activity.

Do you really want to be a leader?
you have the *will power* to be a leader?
*of a leader?* Do you have the earnestnes
you have the vision of the leader?

Then you *are* a leader. Tomorrow y
whole world will point to you and say, "
line." Isn't it worth striving for? *Talk*

## ) be a Leader?

ence today—don't wait until tomorrow
) you like octupi and choke your good in-

pass word. *Keeping at it,* is the weapon
s the impenetrable armor and the *knowl-*
that will cheer you through the conflict.

ubt, no periods of depression. "I Can"
ays ready. "I Can't" never gets by his
le thing. It is a state of mind made man-

o you have the nerve to be a leader? Do
o you have the *willingness to do the work*
of thought that a leader must have? Do

*will be a great leader.* Some day the
ere is a great man—a real leader in his
*yourself about it.*

—*The Optimist.*

and housewives were instant in their recognition of the fact and promptly looked elsewhere for their food supplies.

The 1920 and 1921 packs of canned corn met the same fate, from the same cause, and the results are even more disastrous, especially in the case of the latter year. Following the last packing season, declines in packers' costs notably reduced the price-level of canned fruits; a like cause permitted legitimate reductions in specialties like Soups and Pork and Beans, and No. 2 tomatoes were bludgeoned and sandbagged into the class of ten or twelve cent sellers.

Dealers felt the need of cheap canned corn to amplify their advertised line of "greatly reduced canned foods" and "Price" became the chief desideratum. Brokers and jobbers were insistent that canners meet the demand for corn that would parallel the cheap tomatoes, and as *good* corn could not be packed at such a price-level, some of the canners weakly acquiesced and deliberately packed a lot of old corn that was unfit for use on the table and good for nothing but seed.

THERE always seem to be a lot of half-wits who think that they can take inedible old corn or some other kind of food that is unfit for human consumption and make it edible and salable by the simple process of canning it. And these people are the curse of the industry. Canning is a splendid method of preservation, but there it stops. You can't take good things out of a can unless good things are first put in it.

There is nothing in the world poorer and more miserable than a poor can of corn, or for the matter of that, of tomatoes or soup or beans or pate-de-foix-gras.

The appetite for any canned food is much like the appetite for eggs. One poor quality can or one stale egg will throw it out of its stride on that particular article for a long time and nothing will win it back but *high quality*, consistently maintained and *always* available.

ACCORDING to the figures of the National Canners' Association, the 1921 pack of canned corn amounted to 8,843,000 cases. This was a very small pack, comparing, for example, with 15,-

000,000 packed in 1920 and 13,500,000 in 1919.

The major portion of this pack was of fair standard quality or better and if this alone had been offered to the public it is only reasonable to suppose that it would have been cleaned up by mid-spring at the latest, as the normal demand should have approximated a million cases a month.

But the very opposite of this policy prevailed; the poorest grades of corn were marketed first and the best grades remained in the hands of producers or dealers and the demand was all shot to pieces.

Canners complain of the lack of future orders and talk of cutting down the pack, and many individuals threaten not to pack at all, but such steps would only involve further delay in the restoration of a normal and healthy demand for this great food product—a restoration of the utmost importance to every factor in the trade, and to none more than to the jobber.

The confidence of the consumer must be regained by assuring a constantly available supply of first class, high grade, dependable canned corn.

For their own sakes, as well as for the best interest of every branch of the industry, jobbers should endeavor to market canned corn of thoroughly acceptable quality, at a reasonable price and on a tonnage basis. Any other policy will prove fatal to the particular goose that lays these particular golden eggs.

## Alaska Peas

THE pack of Alaska Peas in both Wisconsin and New York, while perhaps normal in size, is very far above normal in quality. Present estimates place the percentage of the pack in Nos. 1, 2 and 3 screens at 90, with 10% in Nos. 4 and 5 screens. The table shows the screening ratio of the packs of 1920 and 1921 with the estimated ration of 1922:

| Screens | No. 1 | No. 2 | No.3 | No.4, No.5 |
|---|---|---|---|---|
| | % | % | % | % |
| 1920 | 3.5 | 15.8 | 39.5 | 41.2 |
| 1921 | 4.2 | 19.1 | 42.3 | 34.4 |
| 1922 | 5. | 25. | 60. | 10. |

Our advices indicate that the proportion of this year's pack that will grade as standards is extraordinarily low, while the pro-

portion grading as fancy and extra-standard is correspondingly high. Sub-standards are as scarce as hen's teeth. Some off-quality stock was packed in one or two sections of the South but, perhaps fortunately, the offending localities had a crop failure.

And what splendid food good canned peas are! In ninety-nine cases out of a hundred they are better than any fresh peas the housewife can get by any hook or crook or at any price, unless she has her own garden. There is no danger of their becoming unpopular with the consumer or sharing the troubles of canned corn or tomatoes. They may sell a little higher than usual, but the demand will be right there.

## Why Not a Trained Grocer?

THE report that Cornell University plans to initiate a course in hotel-keeping gives a flick to the recent suggestions of the wisdom of providing a course of instruction, or vocational training, for those wishing to become retail grocers or grocers' clerks.

The human turnover in the grocery business merits the careful consideration not

only of the food industry as a whole, but of the educators of the country. There are over one-third of a million retail grocery stores in the United States and statisticians estimate that only one in each one hundred of the employers and employes therein represented started life with the intention of becoming a grocer.

Many of the men who "go into groceries" do so late in life, often after having failed at something else, or else they simply drift into that line for the want of something better to do. Very few make any real preparations to adopt the grocery business as a profession and but few start business with more than the most superficial knowledge of accounting and none of cost accounting or economics.

There is no system of apprenticeship, as in the butcher trade, none of educating and licensing, as in the apothecary line. And yet it is the greatest business in the world; more money is involved in it, it means more to more people and more men are engaged in it than in the marketing of any other single line of commodities on earth.

THE same statisticians assure us that ninety-five out of every hundred of these grocerymen fail in business. This proportion of failures, of fatalities, is unparalleled in any other line of endeavor and is largely due to the fact that the very erroneous idea has somehow become prevalent that anyone can run a grocery store.

In this year of grace, the cash turnover in the retail grocery business will probably exceed ten billions of dollars and it would seem that a wise public policy should seek to safeguard the interests of the consumer by providing suitable training for the men who are to have charge of a business so vital and so enormous.

Over in England they have The Institute of Certified Grocers, which provides facilities for teaching young men something about the food business, something about their goods and how to keep them right; about better store-keeping, cost accounting, salesmanship and business economics.

This is just about what is needed in this country, except that over here the instruction should be given in the public schools of the larger cities. In the end,

the public pays the bill for all losses due to the inefficient marketing of groceries and can well afford to provide any training that may be necessary to the cutting down of those losses.

## The Metric System

"STANDARDIZATION," declares Herbert Hoover, "is an outstanding necessity for the advance of industry and commerce. The whole conception of standardization has changed in recent years and has come to the first rank in importance."

Of high importance is the proposal now before Congress to adopt the world metric standards for exclusive use in merchandising after a transition period of 10 years. This movement has grown with great rapidity and has manifested ever-increasing strength, especially among thinking business men.

The popular interest in the progress is evidenced by the fact that there are now on file with the Department of Commerce more than 105,000 individual petitions urging prompt metric legislation.

Many powerful organizations are represented in these petitions. It is gratifying to know that the wholesale grocery trade has taken a leading part in directing public attention, and the attention of Congress, to the urgency of this issue. For 10 consecutive years the National Wholesale Grocers' Association in convention has passed strong resolutions in favor of the adoption of the metric units, and an active Metric Committee has been effectively at work.

The results have been apparent in awakened interest everywhere, and now it appears that the metric proposal is to be brought even more squarely before Congress and the country, until the United States of America is added to the list of 40 important countries which are on the uniform metric basis.

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THE merits of the metric system over our present cumbersome jumble (it is not a system) are manifold. Greatest of the advantages are that it is decimal, uniform and in world-wide use. The convenience of decimals has been demonstrat-

ed by our decimal metric money system, used with success and satisfaction for 140 years.

The uniformity of the units of the metric system makes it ideal for standardization purposes, the 3 main units—meter, liter, gram—being alike and invariable all over the world. It will be a boon to both merchants and consumers when these simple, convenient units replace the many odd unrelated units of the antique jumble—pounds, ounces, hundredweights, tons, bushels, pints, quarts, gallons, barrels, and so on, which have absurd and confusing variations in different localities and different trades.

The present confusion means infinite wastage of time and immense monetary loss through mistakes. As soon as the metric units are in general use, they will mean a saving of millions of dollars to the United States annually.

Today, the United States stands isolated in the field of weights and measures—for the British employ units greatly divergent

from our own, the British Imperial gallon (for instance) being 20 per cent greater than the gallon generally used in the United States.

---

LACK of the uniform decimal units is proving a great handicap to the United States in world trade, especially with the countries of Europe and Latin America. The Orient, too, is rapidly standardizing on meter-liter-gram. In 1921 both Japan and Russia gave final notice of the complete adoption of these units in merchandising, and for several years China has been making the metric advance.

Under the provisions of the Bill now before Congress, manufacturers will continue to use whatever measures they desire within their factories; but after 10 years their products are to be described in metric terms, understood thruout the world. It will be a fortunate day when all the world thus buys and sells, makes and measures on the basis of the metric units, "the world language of quantity."

## *The Democrat of the Dinner Table*

**"President Harding wants his coffee with his meal, and that's the way I like it."**
**—Gen. Dawes.**

*HE puffs the good old fashioned cobs*
*Which mark the democratic smoker;*
*He leaves the demi-tasse to snobs*
*And washes down his meal with Mocha.*
*He laughs at lemon in the tea,*
*But tell us this—we would not snoop—*
*Yet, in the name of normalcy,*
*Does he put crackers in his soup?*
*Can he cast off convention's trammels,*
*And crack his crackers in his Campbell's?*

*New electrotypes designed for use in dealer's publicity, will be furnished free upon request. Copies of advertisements in which they appear to be forwarded to us for our files.*


Campbell's
CONDENSED
21 KINDS
SOUP
JOSEPH CAMPBELL COMPANY
CAMDEN, N.J. U.S.A.

658.05
OP

# THE Optimist

SEPTEMBER
1922



PROGRESSION OF THE
TOMATO SEASON

THE movement to discountenance the requests of charitable organizations, etc., for donations of food for bazaars, fairs and other entertainments, deserves the unanimous support of the trade. Donations of this sort operate to penalize both wholesale and retail grocers. Also they confer upon the donor an undesirable form of publicity; for goods given in this manner are almost always sold for what they will bring, and thus they have the effect of demoralizing the legitimate markets.

There are other ways of supporting worthy causes of all kinds—ways that do not penalize those who naturally look to us to protect their interests.

*The electroplates used in printing the Kids on the cover of this issue will be sent, gratis, to the first merchant applying for them for use in printing two-color advertising.*

THE Optimist

A Periodical of Cheer Published Monthly
by the JOSEPH CAMPBELL COMPANY, Camden, N. J.
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**Old King Coal**

*Old King Coal is a sulky old soul,*
*And a sulky old soul is he,*
*But he's picking up his tools*
*And he's letting down his mules*
*And he's getting back to normalcy.*

**Vol. 11** **September 1, 1922** **No. 9**

## Tomato Situation

THE continuance of rains in Maryland, since our summary of August 1st, seriously injured large acreage in the lower section of the Maryland-Delaware Peninsula. The worst damage lies south of a line passing in a due easterly direction through Easton, Maryland and north of Bridgeville and south of Greenwood, Delaware.

In this section, those fields to which we have previously alluded as having been damaged by water are now either gone en-

tirely or are fast playing out. In low spots, where drainage is poor, the plants are dead.

Even where the ground is higher, much strength has been sapped from the vines; the tomatoes are small, pale in color and spotted. The fine weather, which has at last arrived, will doubtless bring marked improvement to the quality of the raw stock but production in this lower end of the peninsula will be small.

North of the Easton-Bridgeville line conditions are very different. Such damage as occurred was scattering and not of as serious a character as that which afflicted the territory to the south. Many of the injured fields are recovering under the influence of the fine growing weather of the last two weeks and the crop in this section is much better in quality and should be more nearly normal in tonnage.

Considering the states as a whole, the consensus of good opinion is that the yield in Maryland will not be in excess of fifty to sixty percent, while if weather conditions continue favorable, Delaware may produce

a crop averaging seventy-five percent of the normal yield per acre.

IN New Jersey, growers have been favored with better weather conditions, and both the quality and per acre yield of the crop is superior to that of either Delaware or Maryland. The crop came on earlier than usual despite the cool weather experienced during the first two weeks in August, but three very hot days about the middle of the month brought things on with a rush. Excellent weather conditions have since favored heavy production and fine quality. The outlook for the late crop is not so encouraging, as rain storms caused some blossom-drop.

Observers in New York State still expect a satisfactory crop of high quality, although they are perhaps not quite as sanguine as they were a week ago. It is early in the season to venture close estimates on New York.

THE drought in Indiana had just reached the point of being a serious factor when it was broken by general and most welcome rains. Some damage, howev-

er, was done in the sections south of Indianapolis. With favorable weather conditions the pack in Indiana will approximate a million and a half cases of probably the finest quality tomatoes ever put up in that state. Canners have sold on an average of from 60 to 65% of their expected pack.

Dry hot weather in Missouri and Arkansas has damaged the crop to the extent of 20%. Missouri, however, has been looking for a very heavy crop, and 20% damage will still leave her an important factor in the general situation.

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UTAH reports thirty-one hundred acres of tomatoes planted, which should produce between six and seven hundred thousand cases. The crop is in good condition and weather has been favorable. 80% of her possible pack has been sold. Utah canneries are now operating on "work-a-day, skip-a-day" schedule; full packing strength will be on about September 10th.

Packing in California commenced about ten days earlier than last year. The weather has been favorable, the crop condition

is excellent and a full crop is looked for. A smaller proportion of canned tomatoes and a greater proportion of other tomato products will be packed this season on the Pacific Coast.

---

IN summing up, we find that the decrease in the prospective pack in Maryland has been off-set by the continued fine weather in the West. Conditions in New Jersey, Delaware and New York have undergone little change while there is distinct improvement in Indiana, Utah and California.

If Maryland, the greatest producing state in the Union, has been so handicapped by bad weather conditions, it is evident that the pack will be conservative in size, but owing to the excellent outlook elsewhere and the early getaway reported from all sides, we are inclined to believe that the total pack will be somewhat larger than the earlier estimate arrived at by taking the weight of expert opinion as of August 1st.

From the Jersey beaches to the Golden Gate, this tomato crop is anywhere from

ten days to two weeks earlier than usual, and experience has demonstrated that crops that are quick to arrive are slow to depart—a rule which will probably hold good in every important growing section except the Tri-States, where a heavy production of late tomatoes is not indicated.

## Our Associate, the Retail Grocer

THE once popular fad of panning the retail grocer finds fewer and fewer followers; fault finding is becoming more difficult. The retail grocer, as a class, has registered more improvement during the last three years than in the preceding quarter-century. Those who survived the post-war periods of inflation and deflation—who tobogganed safely over the booms and slumps—belong to the better type of retail merchants.

Retail grocers' associations—national, state and local—have been very successful in spreading among their members a keen comprehension of the value of cost systems and a proper understanding of the advantages of trading for cash. This has been accomplished in part by lectures delivered

and papers read at association meetings and in part through the medium of exceedingly well written articles in their journals. It is a fact beyond dispute that retail grocers are today doing a great deal more sound economic thinking than they did in former years.

Thinking grocers have found out that it is the consumers who decide where and what and how they want to buy. They have found that consumers first want to buy from a clean store, where they have courteous service. They want the goods with whose names and qualities they are familiar, and they want to feel confident that they can get what they want—when they want it.

---

SOME consumers want to pay cash, and carry their goods home; and receive lower prices therefor. Other want to pay by the week or month and have all orders delivered, paying higher prices as a consequence. Grocers have found that a study of the housewife and her wishes has everything to do with their success as merchants.

It is not a question of luck, or having a store on a busy corner. It is applying sound merchandising principles, coupled with an intelligent understanding of the public, that counts. In addition to this, they have found out that *time* is a principal factor in all business, and is the danger spot where the important waste or gain is likely to occur—time in giving service; time consumed in turnover. Waste of time will cause many unseen losses, whereas conservation of time in all branches of business may easily increase profits and give the desired advantage over the competitor.

There is no mystery in the success of a grocer. The new man who comes to town with new fangled ideas—ideas which frequently are simply modern ones—is not so often now regarded as someone to fight and put out of business, for grocers are doing so much thinking that they well know that it pays to watch and perhaps follow innovations in advertising, displaying and selling; for the difference between successful and unsuccessful grocers lies chiefly in their application of successful or unsuc-

cessful merchandising principles and practices.

## The Power-House of Modern Merchandising

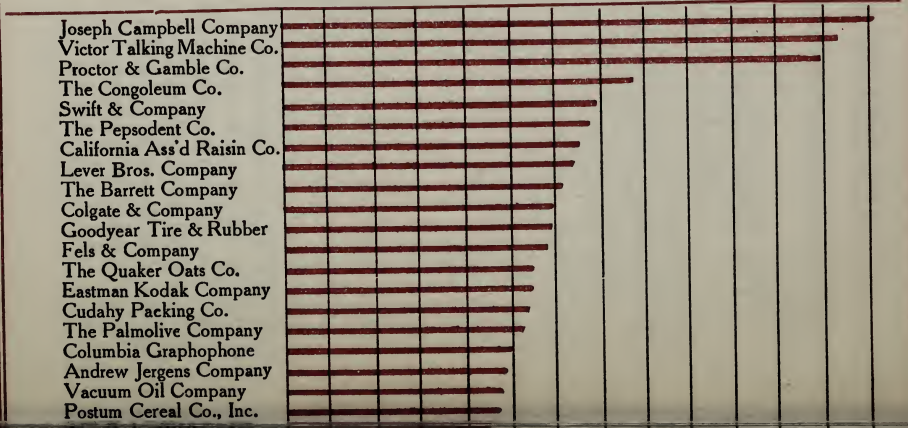
STATISTICS prepared by the Curtis Publishing Company, and published in *Printers' Ink,* disclose the fact that the sales of Campbell's Soups and Campbell's Pork and Beans are supported by the most powerful magazine advertising ever put behind a merchantable article in the United States. On Pages 10 and 11 we publish a chart showing, by graphic comparison, the relative magniture of the campaigns of the fifty principal advertisers in the thirty-six principal magazines.

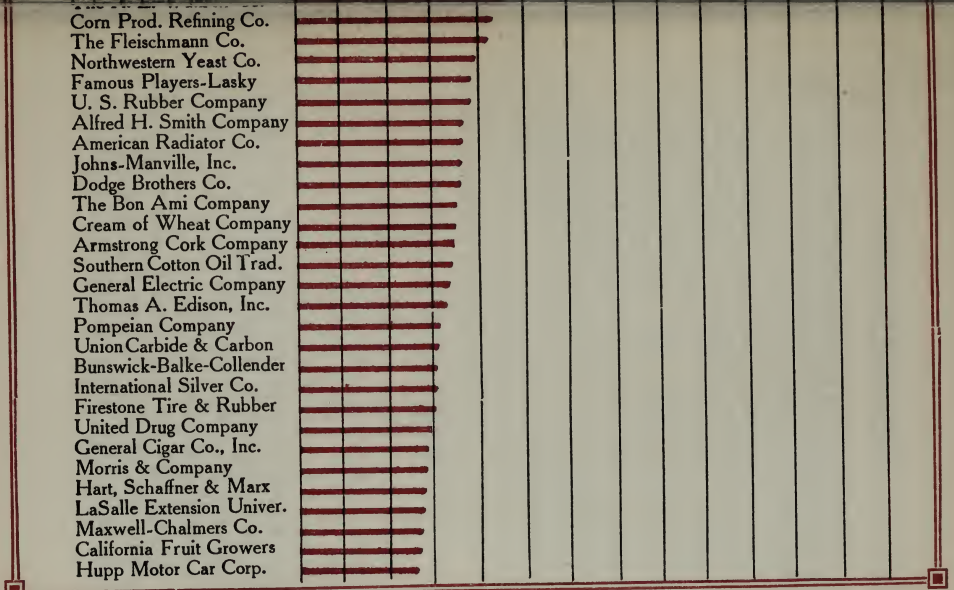
The estimated number of full page advertisements of Campbell's products that will appear in magazines of national circulation during the present year is 366,818,402. The increase in the circulation of many of these magazines since this estimate was made is so great that, in actuality, the total will probably far exceed this figure.

(*Continued on page 12*)

# The Fifty Leading Advertisers

## In the Thirty-six Principal Magazines




Corn Prod. Refining Co.
The Fleischmann Co.
Northwestern Yeast Co.
Famous Players-Lasky
U. S. Rubber Company
Alfred H. Smith Company
American Radiator Co.
Johns-Manville, Inc.
Dodge Brothers Co.
The Bon Ami Company
Cream of Wheat Company
Armstrong Cork Company
Southern Cotton Oil Trad.
General Electric Company
Thomas A. Edison, Inc.
Pompeian Company
Union Carbide & Carbon
Bunswick-Balke-Collender
International Silver Co.
Firestone Tire & Rubber
United Drug Company
General Cigar Co., Inc.
Morris & Company
Hart, Schaffner & Marx
LaSalle Extension Univer.
Maxwell-Chalmers Co.
California Fruit Growers
Hupp Motor Car Corp.

The following table showing the sectional distribution of this circulation will be of interest to all jobbers:

| | | |
|---|---|---|
| New England | ..... | 31,492,914 |
| Middle Atlantic States | .... | 79,786,378 |
| South Atlantic | " .... | 29,682,000 |
| North Central | " .... | 125,378,566 |
| South Central | " .... | 36,999,922 |
| Mountain | " .... | 15,523,728 |
| Pacific | " .... | 32,506,166 |
| Foreign | ..... | 15,239,364 |
| Unclassified | ..... | 209,364 |

CIRCULATION experts estimate that each publication is seen by an average of three and a half persons. Making no allowance for increase in circulation, this would mean that a grand total of one billion three hundred fifteen million three hundred sixty four thousand four hundred seven well told messages about Campbell's Soups and Campbell's Pork and Beans will be put before consumers during the year 1922.

Supported by practically one hundred percent distribution, and by universally approved quality, this unprecedented cam-

paign is putting energizing power behind the sales of every grocer, wholesale or retail, even if he makes no effort to take advantage of it; but if he plugs in on the main current by having his advertising, his windows, his counters and his shelves shout "HERE IT IS!", the whole irresistible force is exerted directly on his sales.

Just as Campbell's advertising has lowered production costs by insuring volume and steady demand, so by cooperation on the part of the dealer, he may himself be assured of increased volume and decreased selling costs.

## Secondary Inflation

EARNEST and continuous effort has been exerted by business men of forward looking attributes in the endeavor to get this country to a reasonable economic position and keep it there. What was needed was lower wages and prices, a more moderate volume of credit, adjustment of costs to values and increased production through increased efficiency.

Yet for some time past it has been growing more and more evident that their

labors have been in vain and that the United States was on the eve of a period of secondary inflation. Many things pointed to it, the consistent advance of the securities market in the face of panic conditions in Europe being a sure indication of the easing of credit.

The advance in wages in the steel industry will, of course, make it much harder, if not impossible, to secure adjustment of wages in other lines. The twenty percent increase puts the average wage of the steel workers at eighty per cent above the 1913 level.

Throughout the now past period of deflation the readjustment of wages was disappointingly slow. The majority of the railway workers have had their pay cut ten percent in the past few months, but this still leaves their wages eighty percent above 1913—and the Labor Board has already agreed to a rehearing on these rates.

Coal miners have apparently succeeded in fastening upon the public their old wage scales—these are seventy-five percent above 1913—for another year. Likewise, certain non-union miners have had their

wages increased forty-seven percent. In short, the drift of the last few months is increasingly in the direction of enhanced costs and increased prices generally.

---

ADVANCING wages are favored by the unwise restrictions that Congress has thrown about immigration. This is the source upon which we have always had to rely for common, or unskilled, labor. The second generation are "skilled labor", that is to say, they are if they are not store-keepers, politicians or bootleggers.

High wages cause high prices, high prices call for fresh advances in wages, and both tend to produce expansion of bank lending. The vicious circle which caused such disastrous results during the latter part of the war and the two years after it, has started again.

Among many classes in the community there has been evident a deliberate effort to again plunge us into such a period of inflation and cheap money. The paper profits made during the post-war business debauch are frequently referred to as if

they might have been real had not some malignant power caused deflation.

Agricultural interests have been leading champions of renewed inflation. They have blamed deflation and restriction of credit for every known ill, and have demanded the use of any kind of effort to boost prices in their own supposed interest.

Now they are in a fair way to be hoist with their own petard. The advancing prices of the raw materials they have to dispose of will be entirely outstripped by the advancing costs of the manufactured products they desire to obtain in exchange.

Booms in prices, inflation, boosting of values, excessive wages and profits are never good for the community and seldom for those who seem to profit most by them.

## How the Grocer's Dollar is Split Up

THE following figures were supplied to the Butterick Publishing Company by the Joint Commission of Agricultural Inquiry and are taken from the advance proofs of a report on Marketing and Distribution to be issued shortly by that body:

WHOLESALE grocers showed a net loss in 1921 and 1920. Cost of Merchandise, Profits and Operating Expenses since 1912 were as follows:

| | 1913 | 1916 | 1917 | 1918 | 1919 | 1920 | 1921 |
|---|---|---|---|---|---|---|---|
| Cost of Mdse. | 89.03 | 89.43 | 89.69 | 91.00 | 90.72 | 92.62 | 90.32 |
| Operating Exp. | 8.42 | 8.48 | 8.49 | 8.68 | 8.42 | 8.52 | 10.16 |
| Profit | 2.55 | 2.09 | 1.82 | .32 | .86 | *1.14 | *.48 |

*Loss

Retail grocers managed to make a little profit while the jobbers were losing money. Figures run like this:

| | 1913 | 1916 | 1917 | 1918 | 1919 | 1920 | 1921 |
|---|---|---|---|---|---|---|---|
| Cost of Mdse. | 78.80 | 80.90 | 81.70 | 82.70 | 81.00 | 82.90 | 80.70 |
| Operating Exp. | 14.70 | 15.20 | 15.50 | 14.30 | 14.20 | 14.60 | 16.80 |
| Profit | 6.50 | 3.90 | 2.80 | 3.00 | 4.80 | 2.50 | 2.50 |

Figures show that the retail grocers' operating expenses—or cost of doing business—are less than in any other line of retail trade studied by the commission. Figures on operating expenses are as follows:

| | 1913 | 1916 | 1917 | 1918 | 1919 | 1920 | 1921 |
|---|---|---|---|---|---|---|---|
| Men's Clothing | 25.90 | 25.20 | 25.90 | 26.50 | 24.00 | 25.70 | 24.03 |
| Hardware | 20.13 | 18.60 | 18.25 | 18.52 | 18.40 | 19.50 | 24.90 |
| Shoes | 24.14 | 24.45 | 24.21 | 24.07 | 23.78 | 25.25 | 26.88 |
| Dry Goods | 26.90 | 26.30 | 27.40 | 27.30 | 25.60 | 26.00 | * |
| Grocery Stores | 14.70 | 15.20 | 15.50 | 14.30 | 14.20 | 14.60 | 16.80 |

*No figures available.

## Strikes

THERE is a vast difference between strikes in the plants of private industries and strikes in the mines or on the railroads. The transportation systems are regulated by law. This is a recognition of the fact that they have duties to perform toward the public. Rates are fixed for them.

But control over the roads should be accompanied by a certain control over the men. In private industry, determined and continuous efforts should be made to lessen the strike evil by spreading a knowledge and understanding of the basic economic laws that govern business.

SUCCESS in dealing with labor depends, and will in future depend on successfully combating the idea of class-struggle in the mind of the worker. It is that idea that is the chief root of discontent and consequent low productivity.

The idea in the mind of the employee that his interests and those of the employer are naturally opposed, so that what one gets the other loses, is the most prolific root of industrial trouble and inefficiency.

The worker feels no consciousness of any profit or loss to him from more or less production. He looks rather to collective bargaining to wring a higher wage from the employer for the same or less work.

The only way in which this attitude can be overcome is by making the employee see a direct connection between the product and his remuneration. Advertising is the only medium by which this message can be successfully carried. It's power is enormous and, if properly directed, it might serve to cure industrial warfare.

It can teach the basic truths of economics. It can sell the principles of Humanity, Justice, Amity and Democracy with the same certitude that it can sell Soups and Beans. It can sell to Labor the higher ideal; it can sell to Capital the philosophy of altruism.

By means of Advertising, strikes can be dammed at their source instead of being *damned* throughout their course. Grasping corporations and self-seeking labor unions must learn a lesson, and Advertising can teach that lesson when arms, laws and oratory alike prove ineffective.

## *The Order-Book Men*

*THEY keep things a-humming*
*Wherever they go;*
*Their business is drumming,*
*To make orders flow;*
*Brave knights, with their lances—*
*A pencil or pen;*
*They rout circumstances—*
*The order-book men!*

*No matter how dreary*
*The prospect may seem,*
*Wherever's a hope-ray,*
*They're glimpsing the gleam;*
*They corner the glimmer,*
*And ere they are through,*
*Do they get what they go after?*
*I'll say they do!*

*They're always a-bustle,*
*With ginger and pep;*
*It takes lots of hustle,*
*To keep up their rep;*
*They joy when the game's on,*
*And never repine;*
*Their job's to get names on*
*The old dotted line!*

*They're bombing the trenches,*
*In sunshine and rain;*
*There're always hard drives*
*And objectives to gain;*
*Sometimes they are routed,*
*But ere they are through,*
*Do they get what they go after?*
*I'll say they do!*

*Brave knights with their lances—*
*Go-getters, true-blue;*
*They rout circumstances—*
*I'll say that they do!*

*New electrotypes, designed for use in dealer's publicity, will be furnished free upon request. Copies of advertisements in which they appear to be forwarded to us for our files.*


Campbell's
21 KINDS
SOUP
JOSEPH CAMPBELL COMPANY
CAMDEN, N. J., U.S.A.

658.05
OP

# THE Optimist

NOVEMBER
1922




*IF YOU GO AFTER IT--*
*YOU CAN BRING IT HOME!*

FOOD advertising is too frequently looked upon solely as a force for selling goods. It is more than that—it is an educational factor of increasing importance.

Americans were not a Soup-eating people but Campbell's advertising unfolded to them the "acres of diamonds" that lay at their feet.

Today, soup stands for good health and economy — stands supreme as wholesome food at lowest cost.

Advertising is no longer measured with a sales yardstick. It has accomplished too much for the national welfare to be so lightly appraised.

It has made the United States the best fed nation in the world. American vitality is the child of educational advertising.

THE Optimist

A Periodical of Cheer Published Monthly
by the JOSEPH CAMPBELL COMPANY, Camden, N. J.
Title Reg. U. S. Pat. Off., T. M. 77,148

**Compensation**

*The days are getting shorter*
*Just as surely as can be,*
*But the skirts are getting longer*
*So there's not so much to see.*

Vol. 11 November 1, 1922 No. 11

## The Business Outlook

THE Turkish crisis, the political upset in England and the fact that German marks are selling at about four thousand to the dollar, seem to exert no ill effect on the situation in this country. Were it not for the increasing difficulties of transportation, everything might be said to be highly satisfactory.

The Federal Reserve System, with its record gold reserve, is in a position to grant, through rediscounting, whatever

credit is necessary to sustain the thoroughgoing business expansion which seems inevitable before long. A resumption of inflation is possible and almost unpreventable unless the greatest caution be exercised.

With wages advancing instead of declining, it is obvious that living costs must advance also. However, manufacturers are conducting searching investigations to discover some method of reducing overhead and otherwise cutting production expenses.

---

WE are experiencing the greatest building boom in the history of the country; the iron and steel business is steadily increasing; the shoe industry reports a decided improvement; automobile and tire companies have made new records and the great mail-order houses report prosperity.

The public has bought nine billion dollars worth of new life insurance. There are forty million life insurance policy holders and thirty-one million savings accounts in the country today. This is true thrift and when the people turn to thrift there are good times ahead.

Charted price curves have been converging and smoothing out since early Spring. That of wholesale food prices registered consistent advances from the 10th of June until the 2nd of September, on which date it touched the curve of retail food prices for the first time since June, 1920. Since September 2nd, however, it has lost one-third of its gain.

The need for guarding against unwarranted marking up is, fortunately, widely recognized. This is important, because nothing would be more certain to lead to fatal consequences than runaway markets and reckless forcing up of prices.

The whole world, in a certain sense, is in the process of remaking and, while there are complicated problems yet to solve, the nation is solving them and gradually fighting its way back to old time efficiency.

## Freight Congestion

EVIDENCES accumulate to indicate that this country's transportation problem will become increasingly difficult during the next few months. The

production of bituminous coal has temporarily settled at slightly below ten million tons per week.

This is entirely inadequate. Transportation difficulties constitute the limiting factor. The mines could produce much more coal if the roads could haul it.

Economy of consumption, due to the clement weather and importations of British coal, has so far deferred the real struggle for coal.

The advent of cold weather and short days will create an urgent demand that cannot help resulting in a serious strain on the transportation facilities of the nation.

---

THE present deficit of freight cars is 141,000. This shortage is bound to increase as the demand for coal becomes more acute. The truth is that cars do not exist in adequate numbers.

The reason is not far to seek. For years the railroads were not permitted to earn enough money to provide sufficient equipment. Primarily they are the sufferers, but in the end shippers, consignees and all the people must foot the bill.

We have all learned to our sorrow that the political baiting of the railroads was a crime against the public.

Transportation is to all commerce and industry as the heart is to the body. It provides the circulation of materials as the heart does the blood. Transportation difficulties affect every stage of manufacture as well as every stage of distribution.

WE might have difficulty in securing a car in which to ship a thousand cases of Vegetable Soup, but this would be only one among almost countless difficulties of like nature involved in making that one shipment.

The manufacture of Vegetable Soup involves cars to move beef-cattle from shipping points to stock yards, refregerator cars to move beef from packing plants to our kitchens.

Cars are required to move tomatoes, turnips, onions, carrots, sweet and white potatoes, cabbages, peas, corn and lima beans from their widely varying points of origin to our plant in Camden.

So great is the tonnage involved in the preparation of this Soup that even the least

important of the ingredients must be moved in carload lots.

Cars are required for celery, for sweet red peppers, for salt, for alphabet macaroni, for Patna head-rice—in fact for thirty-four separate ingredients.

Cars are required for ore and coke and limestone at blast furnaces; cars for pig iron, cars for coal, cars for coke and other cars at steel mill.

Cars must be had for billets, for flux, for coal, for pig tin at tin plate mills; cars for tin plate and cars for coal at can factory.

Cars are needed for all the raw materials used in making fibre cases, cars for the wood, the pulp, the rags, the fuel, the chemicals and other items involved in making labels, cars to bring cans and cases and labels to the Camden plant.

All of these cars must be provided, regardless of traffic difficulties, before that thousand cases of Vegetable Soup can be loaded on the car that is to take it to an impatient distributor.

We can manufacture rapidly enough to take care of anticipated demands, provid-

ed we get our raw materials; but we are now experiencing most serious delays, and it is apparent that our difficulties may become even greater, especially if we have any really cold weather.

And if there is anything in the law of averages, we are due for an early fall and a hard winter; conditions which have always conduced to a heavy consumption of canned foods.

## Magazines and Country Fashions

THE last decade has seen a very large increase in the circulation and popularity of the leading magazines, and a corresponding increase in their effectiveness as national advertising media.

A striking example of this influence may be observed in the styles of clothing worn in rural districts. In years gone by the little country maid wore home-made gingham frocks of the simplest pattern, and a sunbonnet. City styles notoriously failed to penetrate the rural districts.

Today, in large part owing to the influence of womens' magazines, the sunbonnet and the simple home-made dress are

(*Continued on page 10*)

# Uncle Sam Retires From

ATTORNEY GENERAL DOUGH affect ships belonging to the Unite er, will be the chief suffered.

But he should have suffered from t How can the bootleggers be held account legging?

Not a seizure of illicit liquor was ju government itself was breaking its own l ing the fact.

Island possessions of the United St glad to take over the manufacture of Ba Virgin Islands.

Fortunately for our fishing industry, limit". Extension of this limit would ma of that Province.

Foreign ships will continue to sell h and American passenger ships can no lon coastwise trade.

The driest drys dislike to travel on wettest ship he could find, while denounc scows."

But the government should have ob for a statute that itself evaded for profit

## The Bootlegging Business

RTY'S dry ship ruling will principally States Government. Uncle Sam, tax pay-

first. He should abide by his own laws. e by a government that is itself boot-

fied if it was made during the time the —breaking it for profit—and advertis-

will be ruined, but the French will be Rum, always a principal export of the

e are obliged to observe the "three mile the Newfoundland fisheries a monopoly

l drinks, despite the Anti-Saloon League; be operated at a profit except in the

y ships. Pussyfoot Johnson picked the American passenger vessels as "bootleg

l its own mandates, nor asked respect

—*The Optimist.*

only a memory. Advanced flapper silhouettes are now in evidence on well-nigh every farm.

Styles change less rapidly in the deep country than in the City; but if anyone doubts the power of the magazines, let him watch the progress of the present transition to longer skirts.

If magazines can sell Rue de la Paix styles to the feminine portion of our rural population, with how much greater assurance can they sell Campbell's Soup and the basic ideas of economy of fuel, time, labor and patience that have laid the foundations of their popularity?

NATIONAL magazines will distribute over three hundred fifty million full page advertisements of Campbell's Soups and Campbell's Pork and Beans to the population of the United States alone during the current year.

Circulation experts state that each publication is seen by an average of three and a half persons. This means that a grand total of over *one billion, two hundred million* well told messages about Campbell's products will be placed before American

consumers during this year of Grace, 1922.

It has been calculated that if a grocer talked to a new prospective customer about Campbell's products every five minutes, for eight hours a day and six days a week, it would take him over forty-two thousand years to deliver this appalling number of messages. *Is time of any value in the grocery business?*

## Lop-sided Inflation and The Farmer's Troubles

THE spread between the raw material that farmers have to sell and the manufactured articles that they have to buy is unreasonably large, as is also the spread between the price that they receive for their produce and the price paid for it by the consumer.

This is largely because the products of the farm have undergone a process of drastic deflation, while transportation, fuel and industrial labor have thus far escaped.

As a consequence, the services demanded by the public in the marketing of agri-

cultural products are rendered at a cost out of all proportion to their value. Consider the lowly carrot. The top price to the grower for 1922 selected carrots, delivered to local warehouse, was $15.00 a ton.

It is impracticable to handle carrots in bulk beyond this primary point. The buyer, or first middleman, has to place them in hampers, fifty pounds to the bushel container. Fifty pounds of carrots stand him 37½c; the hamper costs 17c; he sells them for 75c.

Storage charges are 25c per hamper; the demand for facilities of this type is seasonal in character and, in view of the high price of coal, this tariff is generally conceded to be fair. Packing, handling and interest charges add 7c.

The average freight to market adds another 25c, while a 10% profit to the produce commission merchant in the city and the retailer's hauling cost add 20c.

The carrots now stand the retailer $1.52. They are perishable and he must figure on losses. He sells them a few at a time and is obliged to provide paper bags

or other containers. This necessitates a mark-up of not less than 50%.

But the story is not yet told. The average shrinkage in the weight of carrots from first hands to consumer is 20%. This is unavoidable. Thus the farmer receives 37½c for fifty pounds of carrots while the consumer in the big city pays $2.85 for them. This instance is typical of many others.

The fault belongs in large part to the consumer; could she be prevailed upon to buy her carrots as directly as possible from the grower, in quantities sufficient to last until the next season—and store them in her own root cellar—these multifarious extra costs would be largely done away with.

But the tendency of the times is toward the further complication, rather than the simplification of life.

---

POLITICAL remedies sought have in every case been uneconomic. The Non-Partisan League nearly ruined North Dakota and pretty well ruined itself in the process; high tariff proponents se-

cured the support of the Agricultural Bloc by placing a duty on farm products of which we have an exportable surplus—while at the same time adopting schedules that will raise the price of the manufactured articles the farmer must buy—and granger representatives in Congress are already beginning to realize that it is only a step from the Blocs to the Skids.

Inflation, in the eyes of the farmer, is an unmixed blessing, and deflation an unmitigated evil. Yet the only permanent cure for his trouble lies in bringing the costs of transportation, fuel and industrial labor down to the level of agricultural products. The price of farm produce is governed by the inexorable law of Supply and Demand, and patent legislative panaceas are of no avail.

The coal and rail strikes, the building trade unions and the scarcity of common labor have, for the time being, checked all hope of a reduced cost of living and of a normal value for the farmer's dollar.

Indications unmistakably point to a continuance of lop-sided inflation until the next presidential election. After that will

presumably come the deluge—and distressing times for the political party then taking power.

## The Foreign Loans

A TREMENDOUS effort is being made, and will continue to be made, to convince the warders of America's ready cash that the allied debts must be forgotten or reduced.

Propaganda is being prepared to convince us that it is not only "moral" but expedient to forget about these loans. Every returning ship carries international bankers and financial heavyweights hurrying home to urge that we forget and forgive.

The National Counsel for the Reduction of Armament is out with a plea to cut German reparations from thirty-three billions to as little as four billions and to adjust all international debts "in the light of all the facts".

Are we to pay the Germans' indemnity? Is that the end and aim of these associated pacifists? Is that the "moral obligation" of which we are to be convinced? *We will need a lot of convincing.*

DESPITE the fact that the nations in our debt are not even paying interest on these loans, loans aggregating eleven billions of dollars, *we* are paying interest on every last penny. We had to borrow this money ourselves.

It is not forgotten that the Government got it from Liberty Bond buyers who bought "until it hurt" and that the principle and interest on these bonds must be paid unto the final red cent.

If we are to forgive our debtors in whole or in part, then for the second time we must raise that money in taxes and duties, and all the high talk and financial gestures between now and Kingdom Come will not release us.

There is a frank distrust of those bankers who are now so anxious that we scale down our claims, go on carrying the load and watch them making new loans to this same "busted" Europe.

The long-headed, practical common sense of the America that is far from the Wall Streets and Lombard Streets of the world is slated to be reached and converted. It will not be easy.

**Chairman Lasker** (singing sadly):—

*IN those dear, happy days of yore,*
*No war of wets or drys on,*
*I used to sit upon the shore*
*And gaze at the horizon.*
*Upon the beach I used to bask*
*And looking on God's skyline,*
*I was not then required to ask*
*Was it a wet or dry line—*

*Chorus*

*Throw out the dry line!*
(*business of drinking*)
*Shipping is shrinking tonight!*

*New electrotypes, designed for use in dealer's publicity, will be furnished free upon request. Copies of advertisements in which they appear to be forwarded to us for our files.*


Campbell's
21 KINDS
SOUP
JOSEPH CAMPBELL COMPANY
CAMDEN, N.J. U.S.A.

658.05
OP

UNIVERSITY OF ILLINOIS LIBRARY
DEC 12 1922

# THE Optimist

## DECEMBER 1922





*Encouraging Outlook*

## Greeting

AS Christmas time again falls due, no matter where you live, we're wishing everyone of you the best that it can give. And let us add, with hearts sincere, that we shall all be glad to help to make the coming year the best you've ever had.

In wishing you a Merry Christmas, it is in our hearts to try to tell you how much it means to us to have your confidence, your good will and, best of all, your friendship.

If all our wishes for your happiness, prosperity and good health come to pass, you will indeed be wealthy in all that goes to make life worth living.

May the best day you have seen be the worst that is to come.

Joseph Campbell Company

THE
# Optimist
A Periodical of Cheer Published Monthly
by the JOSEPH CAMPBELL COMPANY, Camden, N. J.
Title Reg. U. S. Pat. Off., T. M. 77,148

Do we give a Pickled Walnut
Whether Christmas keeps or not,
Or if you get the things you want
Or lose the things you've got!
Do we care a particle
If all your dreams come true
For a very merry Christmas Day!
Oh, Man! You know we do!

Vol. 11 December 1, 1922 No. 12

## High Prices Do Not Make Prosperity

LET us hope that the events of the past four years have carried a true message of the hearts of the American people. We have seen an economic orgy —a veritable "Dance of Death"—of rising prices and soaring wages whirl on to its tragic conclusion.

Owing to the soundness of the Federal Reserve Banking System, that conclusion

was not a panic. But it certainly was a national catastrophe. It is probable that every one of us can count among his own friends at least a dozen who, during the last two and a half years, have lost all that they have gained in a lifetime of hard work, earnest endeavor and careful economy.

Let us hope that this terrible experience has brought a general realization of the fact that *increased prosperity* can only be gained by *increased service.* High prices represent a shortage of useful things, not an abundance of them. Increased prosperity and a higher standard of living come when people possess more of useful and needful articles. If we increase the number and the amount of useful things in existence, the people will have more of them.

---

PRICE inflation may bring prosperity to a few—but only to a very few—and even that prosperity is short-lived. For the past several months THE OPTIMIST has sensed a threat of a secondary period of inflation, but we now feel encouraged to take heart of grace.

Already business is vastly better than it was a year ago, yet price curves remain gratifyingly steady.

Accumulation of exceptionally large bank reserves offers unusual temptation for people to speculate and to engage once more in the practices which make for inflation. The situation is being well handled, however, and at the moment there is nothing to indicate that loan accounts will be expanded beyond reasonable limits.

We feel that the worst of the trouble lies behind us; business is forging ahead. If we can keep *true course* and *steady pace* our progress will be sure. We all want prosperity but we want a prosperity that is builded on a sure and sound foundation. It cannot be obtained by inflated prices, by expanded credits or by a cheap dollar.

True advancement—permanent prosperity and national greatness—these can never be achieved through any easy methods of economic legerdemain. They can only result from *work*,—from a greater production of goods per man, from more economical management, from more efficient distribution!

JUDGED by the customary trade indices, the current calendar year is showing a vast improvement over the preceding one. Raw materials, including grain and dairy products, have shown advances that have raised the buying power of the producers, to the advantage of all branches of the trade.

It has been estimated that this purchasing power has risen approximately 10% in the past year, though it is still somewhat lower than in 1913. As the families of farmers and those engaged in related industries constitute a very large proportion of the purchasing power of the country, all classes and industries are concerned in seeing that power fully restored.

General business is running in such large volume that the railroads are frankly unable to carry the freight satisfactorily. Car loadings are the highest in history, barring a brief period in the fall of 1920. Automobile "drive-aways" have begun and country grain elevators are filled to overflowing, while products of all kinds are accumulating at points of origin for lack of transportation. All this spells extremely

active business, with unemployment a negligible factor.

Conditions in Europe are by no means satisfactory, as there are elements of real danger in the situation that has developed out of the Turkish crisis. The United States is still much the brightest spot in the world and it is inevitable that this country will continue its leadership in financial and business affairs.

## What is a Window Worth

THE great department stores put an exceedingly high value on the selling power of their windows and employ special window dressers at good salaries to create sales through this medium. These stores are under high brain-power management, and their sales methods may always be studied to advantage.

Grocers who know the value of window advertising, willingly spend a great deal of thought and a good deal of time and money in making their windows effective. Many a dealer credits his whole success in life to the power of display advertising.

But these men are the exception rather than the rule. In most cases the windows look neglected and frequently they are not even washed. When a grocer has been taught to properly use his window for advertising, the first thing he does is to wash it.

This brightens things up immensely; not only can the people look in, but the dealer can look out. His intake is increased and his outlook is improved. All those unused, badly used or unwashed windows represent a tremendous selling force that is going to waste.

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BUT a store window, like a hundred dollar bill, has no intrinsic value in itself and is worth only what it will produce. The window display must put over the message—*"Stop, Look and Buy"*.

When a grocer assigns to his nice clean window the task of tying up the national advertising of, let us say Campbell's Soups, with *his* store and *his* stock, what happens? His window makes that national advertising work for *him!*

Every time one of his customers sees a Campbell advertisement she at once thinks

of his store. She knows that he carries Campbell's products, because she has seen them in his window; but moreover and besides—*she thinks of his store!*

It means that his store is being advertised to his customers and prospects by the Campbell advertising just as much as if each advertisement bore his imprint. This applies, of course, to any nationally advertised grocery specialty that enjoys the confidence and respect of the consuming public.

## Canned Tomatoes

IT has been the accepted practice of the country canner, engaged in the canning of tomatoes, to follow the market advice received through his proper channel of trade information—the merchandise broker. His broker, in other words, is the sales organization of the country canner and the canner should follow the advice given by his broker if he expects to succeed in a market way.

Before the war, the broker held a very strong position. His advice was considered authentic and the canner was most cer-

(*Continued on page 10*)

## "Peace

WERE it not for the sniping and th
land, Europe could now report
than eight years.

Since July of 1914 the Old World h
or the movement of hostile forces as it ha

Doubtless there is trouble somewhe
garian irregulars are restive, and retirin
first infiltration of Turkish Nationalists.

But with the sole exception of Irela
there war anywhere in the New World
ico is enjoying a rare interval of quiet.

"Whites" and "Reds" have been fig
resting on their arms. Chang-Tso-Lin is
echoing to the clash of North and South.

Deep peace broods over all Africa.
where the beaten tribes have sunk back i
Sudan.

In the 4000 years of recorded histo
amount to no more than four years. I
war-wearied world may add a few more
long sweep of four thousand.

## Earth"

military executions that still distress Ire-
first days of complete peace in more

never been so nearly free from gun-fire
been since the truce of Mudania.

n Russia. Somewhere in Thrace Bul-
Greeks are possibly skirmishing with the

Europe is officially at peace. Nor is
Central America is tranquil. Even Mex-

ng with proclamations in Siberia, but are
ick in Manchuria, and China has ceased

Moor and Spaniard are quiet at Melilla,
the deserts. There is no Mahdi in the

he days of complete peace are said to
eland will only still her cracking rifles, a
's of peace to those four years in the

—*The Optimist.*

tainly predisposed to follow it. But during the disturbed periods of war and reconstruction, the broker lost a great deal of his prestige. In great measure, a lack of confidence on the part of the canner was warranted, as brokers were prone to lose the keen appreciation of their position as mediator between the buyer and seller.

Their advice was inclined to be emotional rather than conservative. In their eagerness to pile up orders, against which prospective deliveries were to be made, they failed to adhere to the economical principles of merchandising. They filed with canners great masses of orders which were never filled. It was not uncommon for them to sell largely in excess of the maximum possible pack of the canner. This was just wholesale order-taking instead of salesmanship.

At a later date, when buyers went on strike and prices came down with a run, many brokers found their voice empty and their reasoning weak in the solicitation of new business. They did not have the same access to the buyers and were handicapped by a lack of accurate information on which

to base their advices to the canners. They, therefore, found it necessary to evolve from the depths of their consciousness ideas and conditions as they should exist, instead of grasping the actual situation.

The tomato season, which has recently closed, started on a market swept clean of spot stocks, and a good demand was assured for the canners' product. The brokers sensed the situation and advised canners to sell only a reasonable amount of their pack as futures, and to hold the balance for the improvement in the market. They particularly advised, however, that a large proportion of the pack be put into No. 10 and No. 3 cans. As the canners had lost confidence in their advice, they failed to heed it and went ahead packing their tomatoes in No. 2 cans.

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THE packing season has now been over long enough to permit the market to settle down to buying and selling based on current demand. But it has become evident that the brokers' advice was very sound in regards to the proportion of large containers the canners should use. Relia-

ble advices from all sections east of the Rocky Mountains indicate that within the next thirty days there will be no No. 10 tomatoes left in first hands and that tomatoes in No. 3 cans will be exhausted in primary markets within sixty days.

It is unfortunate that this condition should exist. Hotels, restaurants, hospitals and ships require and should have No. 10 tomatoes. There is a large demand from individual consumers for No. 3 tomatoes which should be satisfied. A quick glance at the present market prices, as compared with the opening prices or future selling prices, of No. 10 and No. 3 tomatoes, will readily enable one to visualize the situation to which we draw attention. They have registered advances far beyond that scored by No. 2 tomatoes, the market for which reflects the comparative overpack in this size container.

Regardless of anything that can be said in retrospect, the mistake has been made and the consequences must be suffered, but it will be interesting to watch the trend of consumption after No. 10 and No. 3 tomatoes have been exhausted.

## Canned Corn

CORN canners have not had a successful season since 1918,—the year in which the Government overbought and under-consumed. The truth of the matter is that their product has managed to get itself into the bad graces of the public.

The canners have been going along on the mistaken idea that a can of corn was a can of corn, and would necessarily sell as such, regardless of quality. The housekeeper, after opening two or three cans, and learning what to expect, was apt to become somewhat over-wrought and to just about lay off that product for life.

We believe that the fault primarily rests with the buyers. Price has been overplayed at the expense of quality. Buyers want standard corn at sub-standard prices, thus encouraging the packing of sub-standard grade. The canner has been placed between the Scylla and Charybdis of high prices for decent raw material and low prices for finished product.

EARLY in 1922 the canners conceived the idea of curtailing the pack in order to bring back the market for their product. This plan would have been successful had they connected it with the main requirement—*Quality*. As large users, we welcomed this curtailment, as we felt it would give the canner more time to be careful and exacting as to quality.

We have probably examined as many samples of the new pack corn, of alleged *Fancy* and *Extra Standard* grades, as any buyer in the country, and we have found seventy-five per cent of the offerings unfitted for our purposes.

The 1922 pack suffers from all the ills that corn is heir to,—thin, watery liquor, slack filled cans, black corn and discolored liquor. The main objection, however, is the lack of cleanliness; this includes worm-eaten grains and an excessive amount of silk, husk and cob.

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SOME attention should be given to the present methods of handling corn. A few years ago, corn machinery of the present type was unknown, and it was nec-

essary to cut the corn by hand. This operation insured close personal inspection.

With the introduction of corn-husking and cutting machinery, this individual inspection has been made, or has become, inefficient. We are not condemning the introduction of machinery, but we do say that it is necessary to continue the individual inspection of the ears of corn in order to get rid of the worm-eaten corn, and, in only too many cases, the corn-worms themselves.

Great care will have to be exercised by the corn canner in the adjustment of his machinery; it must not cut too close to the cob. Canned corn containing husk or cob will surely serve to create a disgust for the product that will be exceedingly difficult to overcome, and the sooner that fact is generally realized, the better it will be all around.

This years pack, of 11,419,000 cases, is two or three million cases below normal. It follows the very small pack of 1921 (8,843,000 cases) but, owing to its high proportion of poor quality, it will probably be ample to cover the demand.

## The Unintelligent Idle Rich

A CERTAIN citizen of Massachusetts has decided to settle permanently in England because, he modestly explains, he is an intelligent and idle man of wealth who finds here very little pleasant companionship.

He is perfectly right. No intelligent American will be idle. Wealth here does not mean freedom from duties and indifference to opportunities of usefulness.

The rich person who does not care for business can serve his fellow citizens in a number of ways, civic and benevolent. No intelligent or self-respecting man can live for amusement alone.

As to England or Europe generally, the number of idle rich—intelligent idle rich—is constantly growing beautifully less.

Taxation is high, estates have had to be broken up, mansions closed, servants dismissed. Many professing idlers have been forced to go to work.

The few who remain are not the more intelligent members of the tribe, and one fears the discriminating Massachusetts citizen will be bored by them.

# Creed

WE believe that today is the best day since yesterday, and that tomorrow will be better.

We believe that on the whole, the world isn't such a bad place, and that it is steadily improving.

We believe that to be good is well, to do good is better, and to "make good" is best.

We believe that environment, which is adamant before weakness, is fluid before strength and a determined purpose.

We believe that there is no more precious treasure for today, nor higher heritage for the future, than the approval of our friends.

We believe that we are helped in attaining our ideals by knowing that our friends believe in us and expect great things of us.


Campbell's
CONDENSED
EXPOSITION UNIVERSELLE INTERNATIONALE
1900
TOMATO
SOUP
JOSEPH CAMPBELL COMPANY
CAMDEN, N.J., U.S.A.